

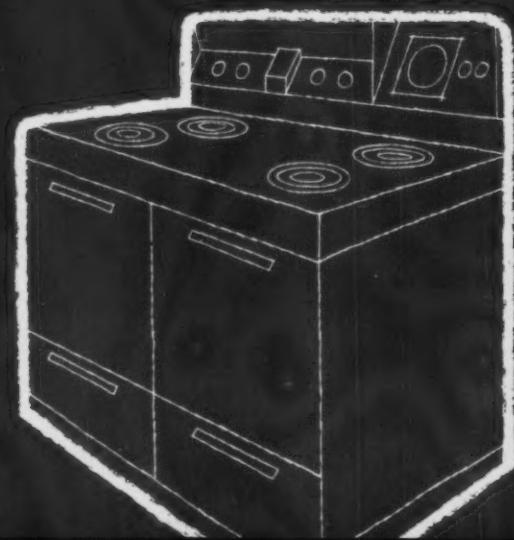
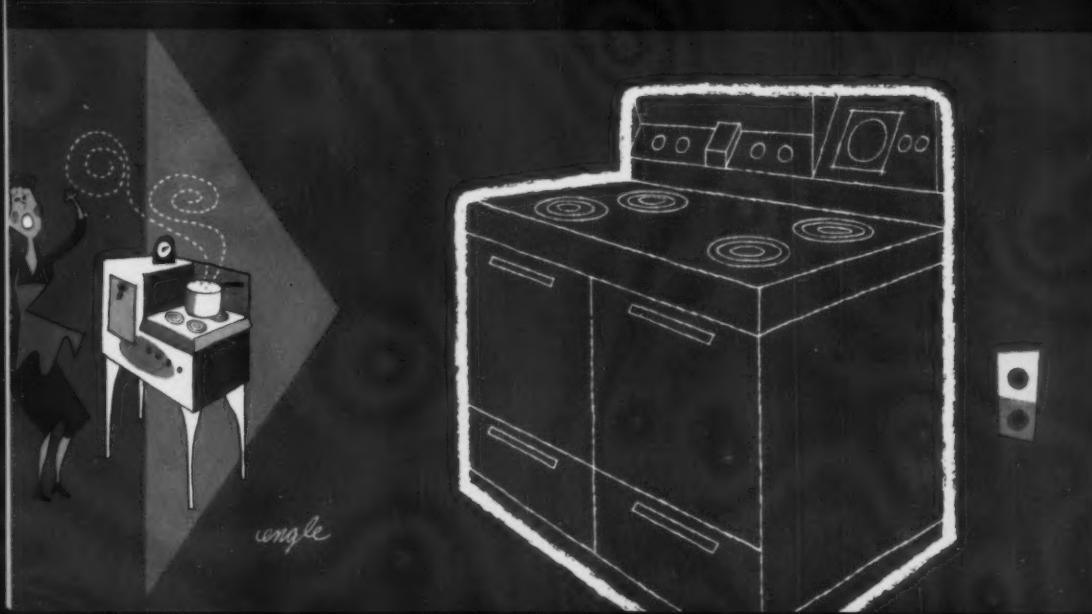
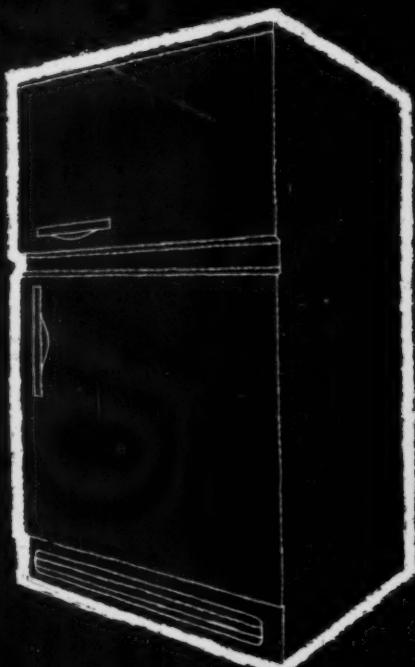
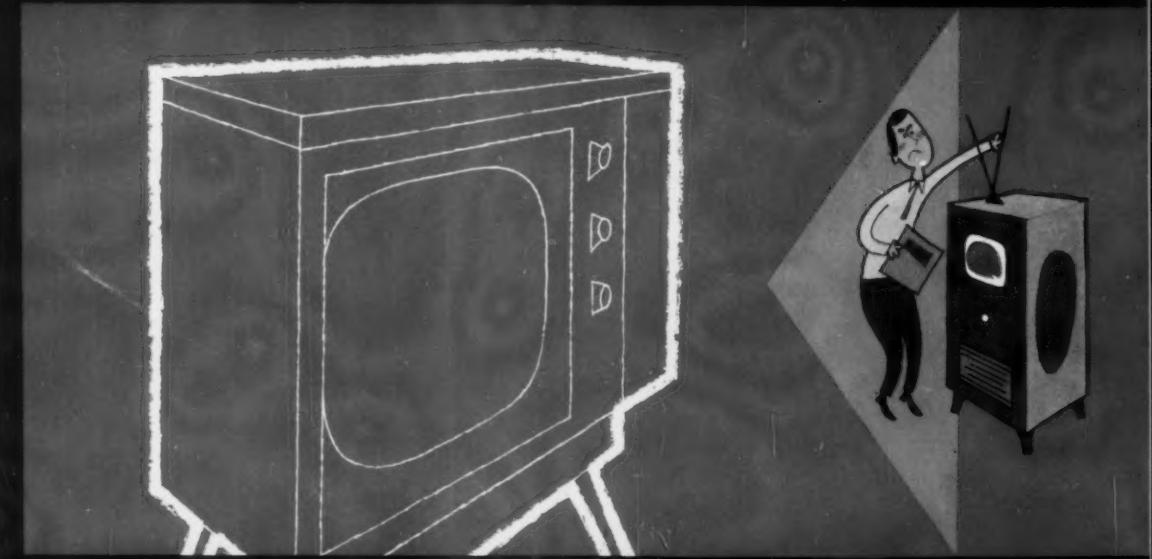
60% OF THEIR VOLUME IS IN LAUNDRY—page 48

Electrical Merchandising

A McGRAW-HILL PUBLICATION • ONE DOLLAR

JUNE • 1958

SPECIAL REPORT TRADE-INS



Sell the flowing "Carpet of Warmth"...

you'll make more sales

and more profits

with

TROPIC-AIRE[®] HEATERS!

*Offer Your Customers All The Luxury of Furnace
Heating AT HALF THE COST! New Style! New Models!*

Tropic-Aire's "carpet of warmth" full flowing heat principle circulates warm air fast to every corner of the home. Tropic-Aire GAS and OIL heating plants put the heat where it's needed most — in the *living zone*, not at the ceiling.



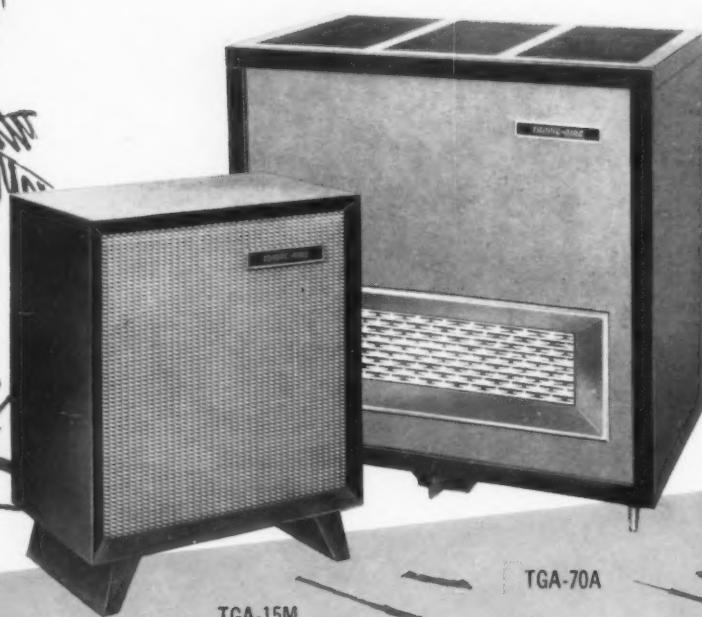
TOA-75 $\frac{3}{4}$ gal. per hr.
oil consumption.

SELL THESE BIG TROPIC-AIRE OIL FURNACE FEATURES

- Exclusive Mini-Flame Pilot.
- Widespread Oval Burner gives 1/5 more heat than conventional round burners, greater economy and comfort.
- Larger Heating Surface — More heat, faster heat with the large rectangular heat chamber.
- Automatic Draft Regulator.
- Complete Line, Capacities from 36,000 to 75,000 BTU/Hr. Input.

SELL THESE BIG TROPIC-AIRE GAS FURNACE FEATURES

- All-Welded, Leak-Proof Combustion Chamber. Larger radiation surface for more efficient heating. Completely safe, odor-free operation.
- Automatic Modulating Thermostat saves fuel, prevents overheating.
- Easy-To-Light Pilot.
- Complete line, capacities from 15,000 to 70,000 BTU/Hr. Output for natural or propane gas.



You Can't Beat These Sales-Building Home Heating Features — Anywhere!

- FULLY AUTOMATIC
- ECONOMICAL TO OPERATE
- MODERN STYLING
- FINGER-TIP CONTROLS

PROFIT with TROPIC-AIRE.

Contact Us Today—Ask About Our New 10-YEAR WARRANTY

Finest in Home Comfort Appliances

McGRAW-EDISON COMPANY • Albion, Michigan



COOLERATOR DIVISION McGraw-Edison Company • Dept. TA86-EM • Albion, Mich.

Rush me full information on TROPIC-AIRE Heaters.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SPOTLITE...a quick look at what's going on

JUNE 1, 1958

There will be plenty to talk about when key industry figures gather for distributor conventions, new line showings and the Summer Markets later this month. June is traditionally a good month for "stock taking" within the industry and this will be particularly true during the next 30 days as the industry attempts to assess its performance to date and to plan for a second half which seems to be showing more and more promise.

Just how good or how bad was the first half? If you listen to dealers in various sections you find that business is a lot better than you might imagine (pages 13, 14 and 18) ... Or look at the picture in housing and you'll see encouraging developments (page 24) ... ELECTRICAL MERCHANDISING's brand new barometer of local business conditions (page 22) shows three products---air conditioners, water heaters and freezers ---running ahead of the comparable period last year. Last month, only water heaters showed such a gain ... Even the broad economic indicators shown each month in the Quick Check table (page 9) are more encouraging than they have been for some time. In this month's table you'll find that disposable income, unemployment, and housing starts have all taken a turn for the better ... Balancing off this optimism, of course, are a number of figures which make less happy reading. The product statistics reported by trade associations, for instance, show only one product running ahead of last year---electric water heaters. But three others---automatic washers, built-in ranges, and disposers---did better in March this year than they did in 1957 and dishwashers in March were virtually on a level with production a year earlier (page 21) ...

Looming large in the future is the whole question of stereo sound. At the Summer Markets in Chicago this month (page 73) and at every new line showing in the hi-fi industry, dealers will be looking for answers. Nor will stereo be the only product to compete for attention. There's more interest than ever before in phonographs. Three big, impressive brand names have been added to this field with announcements by G-E, Westinghouse and

Arvin that they will market phono lines. In television, G-E has come up with still another variation of the "new look" with its "designer" series ... New also in TV is Motorola's offering of fiber glass cabinets ... And you can look for even more dramatic innovations from other manufacturers ...

The emphasis on new products isn't confined to consumer electronics. During the past month Tappan released details of its wall-hung ranges ... A possible preview of future merchandising trends in built-ins comes from the West Coast where a G-E distributor has begun packaging cabinets and built-ins into "starter sets" which eliminate installation problems and should help dealers get started in built-ins (page 60)

Retailers, however, weren't relying solely on new products as an answer to their problems. There was also a heavy emphasis on effective promotion to build business and good management procedures to keep such business profitable. For many dealers this meant closer attention to making money on trade-ins (page 41) ... For others, it meant use of profit-loss analysis as the key to good planning (page 54) ... And for one West Coast dealer a unique blend of old-fashioned specialty selling in a super-market atmosphere has become a formula for profitable home laundry business (page 48)

From every section of the country last month came news, too, of "Buy It Now" promotions. ELECTRICAL MERCHANDISING received thousands of requests for extra copies of its unique "Buy It Now" cover and the editorial material on the subject in the May issue was being reprinted for use by a number of manufacturers and trade associations ... At their meeting in Boca Raton, members of AHLMA voted to get a similar program underway (page 70) ... Last month Westinghouse took the wraps off a promotional program with a somewhat different approach. The campaign will be called "Opportunity Days" and will seek to prove that appliance prices and values are better today than they were 10 to 20 years ago. Dealers will offer bargains like five cent shoeshines and hot dogs ...

IN ADS LIKE THIS...WE'RE TELLING YOUR
CUSTOMERS IN KEY CITIES ALL OVER THE COUNTRY

There's a **Time To Buy**
and a **Time To Save**
and both of them are right now!

AND NOW'S THE TIME TO

S E L L
WESTINGHOUSE

WHY? BECAUSE 1958 WESTINGHOUSE APPLIANCES ARE ACTUALLY PRICED LOWER
THAN IN 1948...yet they're better in every way! Here's a story you can really sell...a
story we're telling your customers in newspapers and on TV! Here's all the excitement of
a sale...that lets you show a PROFIT! Tie in, make Westinghouse "Opportunity Days"
YOUR big opportunity for record summer volume!

YOUR WESTINGHOUSE DISTRIBUTOR CAN GIVE YOU ALL THE DETAILS!

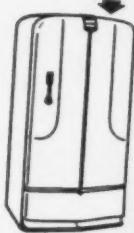
WESTINGHOUSE OPPORTUNITY DAYS! 1958 APPLIANCES AT LESS THAN 1948 PRICES!

there's a time to **BUY** and a time to **SAVE**
... AND BOTH OF THEM ARE RIGHT NOW!

Westinghouse appliances actually cost you less today than 10 years ago... yet they're better in every way... offer you more work-saving conveniences than any time in history! There may never again be an opportunity to buy (and save) like right now! See these big values at the Westinghouse Dealers listed below—today!

IN 1948

this Westinghouse
10 cu. ft. Refrigerator
sold for **\$379.95**



1948: This 10.1 cubic foot refrigerator held only 43 lbs. of frozen foods, had no Frost-Free defrosting, no Cold Injector and no door shelves.

IT'S EASY! IT'S FREE!
ENTER AT YOUR
DEALER'S NOW...
WESTINGHOUSE
\$50,000.00
REFRIGERATOR CONTEST
WIN A "GOLDEN DREAM"
KITCHEN or \$5000 CASH!

RIGHT NOW you can get this
12 cu. ft. Westinghouse with Cold Injector
ONLY \$600.00
As low as \$8.00 a week!



1958: Greater capacity—has 18.1 cubic feet of storage space—Frost-Free refrigerator with separate 7.5 lb. home freezer. Cold Injector actually chills beverages an average of 2 hours faster, keeps foods better, too. Door shelves put more foods at your fingertips. Sleek Shape of Tomorrow styling... and many more big features!

IN 1948

this Westinghouse
Laundromat Washer
was **\$299.95**



RIGHT NOW you can get
this 1958 full-size, fully automatic
Westinghouse Laundromat® Automatic
Washer with all these added features:

- Load-in Loading Door
- 8 water temperatures
- Patented tubular cycling
- Door Safety Switch
- Load-in Agitator
- Revolving Agitator
- Repair guaranteed on drive

ONLY \$300.00
As low as \$8.00 a week!



PLUS... THESE ECONOMY FEATURES TO SAVE YOU AN EXTRA \$50.00 A YEAR!

WATER-TO-WATER DOOR
Just like a scale, it weighs your clothes and shows the weight on the indicator. Ends guessing.

WATER-SAVING SAVINGS
Automatically measures wash and rinse water exactly to fit size of load shown on indicator. Saves up to 10 gallons a load.

More only 16 lbs. detergent
with ordinary detergent.
Only 14 cups—
you save detergent with every load.

IN 1948

this Westinghouse
38-inch Electric
Range sold for
\$319.95



1948: A prime value and star performer in its day. But the 10" oven had open coil heaters and no oven seal. Oven and surface heating units were permanently connected—cleaning was difficult.



RIGHT NOW you can
get this 40-inch Westinghouse
Speed Electric Range with king
size 23-in. Miracle
Sealed Oven for
ONLY \$600.00
As low as \$8.00 a week!

1958: Bigger range—48" wide. Better Baking—giant
Heaters and Miracle Seal, for perfect results. Faster Surface
Cooking—units are new high speed type, give 100% cooking
heat—not just fire. Easier Cleaning—no-coat surface
and both oven units plug-out... plus many more big features.

YOU CAN BE SURE... IF IT'S
Westinghouse



Westinghouse
Appliances
in the Shape
of Tomorrow

FOR EXCITING EVENTS... FOR BIG MONEY-SAVING VALUES...
SEE THESE WESTINGHOUSE DEALERS NOW!

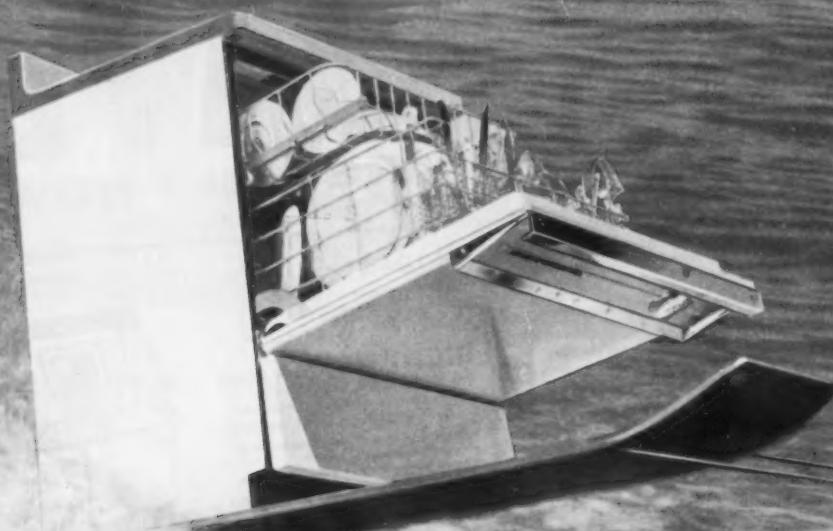
DEALER LISTINGS



Westinghouse Electric Corporation
Major Appliance Division
Mansfield, Ohio

SETTING THE PACE

...in fast company



Getting the jump on competition...then staying out front takes *real power* in this rough and ready appliance business. WASTE KING is there because there's *real selling power* in the 7 major dishwasher improvements incorporated in the all-new WASTE KING super dishwasher-dryer. Dealers coast-to-coast are finding the big swing is to WASTE KING. Everywhere—sales are up. So get with the pace setter! Get with WASTE KING...America's fastest growing appliance manufacturer. See your WASTE KING DISTRIBUTOR now...or write for full facts today to:

Advanced knowledge, pace-setting techniques go into every WASTE KING appliance.

You know: if it's WASTE KING it's right!

Exacting quality control, maximum-standard manufacturing methods go into every WASTE KING appliance.

You know: if it's WASTE KING, it stays right!

WASTE KING CORPORATION



3300 East 50th Street
Los Angeles 58, California

DISHWASHERS • DISPOSERS
BUILT-IN RANGES • INCINERATORS

Strong advertising and sales promotion on a week-in, week-out basis coast to coast back WASTE KING appliances.

You know: if it's WASTE KING, it sells right!

Electrical Merchandising

JUNE 1958

A McGRAW-HILL
PUBLICATION

IN THIS MONTH'S ISSUE.....FOR BETTER MERCHANDISING

Spotlite...a quick look at what's going on

Trends... the national picture

Trends...region by region

Manufacturer Shipment Statistics

How's Business...retail sales at a glance

Stock Market Report...the industry on Wall Street

ECONOMIC CURRENTS: Housing Turns Up

MORT FARR SAYS: It's Time for Dealers to Become Lobbyists

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Know how one dealer makes money from the trade-ins which the Sears store in his town won't handle? Know why another adds a suds-saver unit to each automatic washer he reconditions? You'll find the answers in this round-up of ideas contributed by dealers in every section of the country. These "how to do it" suggestions cover every aspect of the trade-in business but they have one thing in common—how to make more money on used appliances.

You won't want to miss this one. It tells how two partners have managed to blend old-fashioned selling with the techniques of today's super-markets. The results are amazing.

If you read the first article in this series last month you probably can't wait to begin studying this one. If you missed the first installment, don't worry—you can learn plenty just from reading this month's installment. And there's more to come next month.

Your response to our "Buy It Now" issue last month was overwhelming. We've mailed thousands of extra copies of the cover of the May issue to dealers and reprint orders for the editorial material are still coming in from manufacturers. Now, here's a report on what AHLMA is doing about "Buy It Now"—plus a plain spoken editorial on what remains to be done.

Special Report: There's Money in Trade-Ins

From One Brand and Good Service...A Big Fat Net

60% of Their Volume is in Laundry...HOWARD J. EMERSON

Better Home Merchandising...the department of ideas

Plan for a Profit

WILLIAM R. DAVIDSON

Better Kitchen Merchandising

A Bigger Share of Kitchen Business

AHLMA Endorses "Buy It Now"

The Summer Markets and The Housewares Show

Exhibitor Listings

News at a Glance

People in the News

New Products

Editorial: Remove the Barriers to "Buy It Now"

TRADE-WIND

ALL NEW!

design...
engineering
...styling

**SPACE SAVER
VENTILATING HOODS**

USES NO CABINET SPACE
FINEST FINISHES for newer elegance
CERTIFIED PERFORMANCE for guaranteed efficiency
UNIQUE DESIGN ... trend-setting style for custom appearance
3 HOOD STYLES for choice of decor

Again — Trade-Wind sets the fashion with its smart new line. Here is fresh, new styling and even greater performance at modest cost.

Ask your wholesaler or write us for complete information



Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BLVD., DEPT. EM, RIVERA, CALIFORNIA

Electrical Merchandising

JUNE, 1958

VOL. 90 NO. 6

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Postmaster. Send form 3579 to Electrical Merchandising, 330 W. 42 St., New York 36, N. Y.

What makes HOOVER the biggest name in cleaners?



"Woman Talk" that makes \$ense—In a survey conducted for us each year by an independent research organization, thousands of women in over 100 markets of the nation are asked which brand of vacuum cleaner they prefer. This year, as in every year, more women said "Hoover" than any other brand. And the gap between Hoover and the rest continues to grow larger each year! Doesn't it make sense to sell the cleaner that more women want—by far—than any other brand? The Hoover Company, North Canton, Ohio.

HOOVER

FIRST FOR FIFTY YEARS





"MY BUSINESS IS GOOD!"

Charles D. Whisnant

of Whisnant's, Inc.

Charlotte, North Carolina.

Hotpoint trends

Mr. Whisnant, a successful appliance dealer for 17 years, says, "Hotpoint's 9-Point Program is increasing my sales right now—and it's making my future more secure. It's the best thing that has happened to the appliance industry in my experience.

Here's what the 9 Points have meant to me—

SELECTIVE FRANCHISING—Hotpoint's policy of appointing dealerships based on market sales potential assures me of a full return on my merchandising efforts.

EQUITABLE PRICING—Hotpoint's pricing enables me to make a fair profit. I buy to suit inventory needs, knowing I will be covered in case of price changes.

PROMPT DELIVERY—Hotpoint's prompt order service eliminates my inventory problems. I get shipment when I want it . . . I don't have to overstock.

PLANNED ADVERTISING—Advertising and merchandising are so closely tailored to my needs that my selling job is 75% completed when the customer walks in.

SELECTED SALESmen—Our Hotpoint Distributor Salesman is like one of our own men. His cooperativeness and his thinking are genuinely in keeping with our own interests.

SATISFACTORY SERVICE—The adequate stock of repair parts maintained by Hotpoint and their service training have proved invaluable to me in building good will.

THOROUGH TRAINING—I honestly feel that I have the best-trained sales force in the nation—and a good deal of the credit goes to Hotpoint.

MANAGEMENT COUNSEL—Hotpoint's policy of providing me with practical, competent advice shows a real interest in our company's welfare.

PRODUCT SUPERIORITY—I'm in a strong competitive position—thanks to Hotpoint's high standards of product design, engineering, and quality.

Hotpoint Said—"Our aim is to undertake aggressive measures that will bring reasonable profits to the Hotpoint Dealer"—and I'm mighty glad they meant it!"

Hotpoint Dealers' profit opportunities are greater than ever before . . .
If you're not a Hotpoint Dealer—you should be!

Hotpoint
LOOK FOR THAT DIFFERENCE! (your customers do!)

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

trends

QUICK-CHECK OF BUSINESS

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	137	134	171	16.4% down
RETAIL SALES total (\$ billions)	16.1	16.1	16.3	1.2% down
DEPARTMENT STORE SALES index (1947-1949=100)	134	131	131	3.4% down
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	359	363	356	0.6% more
FAILURES of appliance-radio-TV dealers	58	49	47	9.0% more
HOUSING STARTS (thousands)	95.0	79.0	93.7	0.5% down
AUTO OUTPUT (thousands)	316.5	357.0	548.7	33.5% down
DISPOSABLE INCOME annual rate (\$ billions)	299.3	302.1	296.1	1.1% up
LIVING COSTS index (1947-1949=100)	123.3	122.5	118.9	3.5% up
CONSUMER SAVINGS annual rate (\$ billions)	18.3	19.8	19.5	6.2% down
UNEMPLOYMENT (thousands)	5,120	5,198	2,690	67.4% up

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (*New Series)

The chart just above makes good reading this month.

At least four of the key figures show an improvement when you compare the "latest month" with the preceding period. Department store sales are up, housing starts have increased sharply, disposable income is rising, and unemployment has fallen slightly. There are two other favorable indicators (not shown on the chart) which you can add to this list: both miscellaneous freight carloadings and electric output were up in recent weeks.

Taken singly or all together these indicators alone do not spell an end to the current recession. As a matter of fact, for each of the favorable statistics above you can, if you want, counter with an unsatisfactory one. But the presence of these encouraging figures serves two purposes. First, they prove that there's considerably more vigor in the economy than some observers would have you believe. Second, if you combine these broad statistics with specific reports of retail activity on appliances in certain areas of the country (see page 13) the conclusion seems inescapable that we may have weathered the worst of our current troubles and that an upturn is drawing steadily closer.

Here's one piece of news which would tend to confirm

that conclusion. Purchasing Week, a McGraw-Hill publication, has just completed a survey of over 400 purchasing executives and found that the buying plans of these men indicated a definite upturn in industrial activity during the next 60 to 90 days. Asked about the short-term outlook for their own firms only, 36 percent of these men (serving all types of industry) said they anticipated a definite turn for the better in business. Only nine percent were pessimistic about the present business outlook while 51 percent said it was either "optimistic" or "good."

You'd be well advised to keep an eye on what happens in Washington in the next few weeks. Like every other section of the economy, the appliance-radio-TV industry has a stake in just which—if any—"recovery" measures the government may decide to take. More specifically, there are several matters of direct concern to our industry alone which will be up for a decision in a matter of weeks.

One of these subjects, of course, is a possible re-writing of Fair Trade legislation. The House Interstate & Foreign Commerce committee has been holding hearings on a bill authored by its chairman, pro-Fair Trader Oren Harris

(Continued on page 10)



Customer contact helps Michael Stolfi, right, know which advertising medium pulls best.

"We count on the Yellow Pages to reach prospects in our market"

says MICHAEL STOLFI
STOLFI'S, INC., Stamford, Conn.

"Every year new families move into our market area. They don't know us, but we know our Yellow Pages advertising helps turn many of them into customers."

In addition to having display advertising under a number of headings, Mr. Stolfi is listed under fourteen trade-marks of nationally advertised products. As Mr. Stolfi puts it, "Today, people are more brand conscious than ever. These listings help us cash in on the millions of dollars these manufacturers spend for national advertising."

To reach new customers and to remind old ones . . . when they're ready to buy . . . put the Yellow Pages to work for your business. To find out how, simply call your local telephone business office.

HOOVER VACUUM CLEANERS

UPRIGHT CANISTER and TANK CLEANERS

HOOVER

Service by Hoover trained men using genuine Hoover parts is available only through Hoover Factory Branches or Authorized Service Dealers. Insist on Authorized Hoover Service.

"WHERE TO CALL"

AUTHORIZED SALES & SERVICE
Downes-Smith Co 433 Main ----- Davis 4-2136
ELECTRIC SERVICE CO
568 Atlantic ----- Davis 4-7518
HOOVER VACUUM SALES & SERVICE
AGENCY 433 Main ----- Davis 4-5562
J & L SERVICE CO
54 South St ----- Fireld 8-7193
STOLFI'S INC
36 Richmond HI Av ----- Fireld 8-7371

LISTINGS UNDER 14 TRADE-MARK HEADINGS help Stolfi's cash in on national brand name advertising by manufacturers.

FRIGIDAIRE
APPLIANCES
SALES & SERVICE also
• Caloric • Maytag • Admiral
• Whirlpool • Kitchen Aid • RCA • Philco
and other nationally known brands

Stolfi's, INC.
"Where Service is Guaranteed"
Fireld 8-7371 36 Richmond Hill Ave.
75 Elm St., New Canaan Woodward 6-4000

FOUR DISPLAY ADS under Electric Appliances, Refrigerators, Television Dealers, Washing Machines reach prospects when they are ready to buy Stolfi's products and services.

trends

CONTINUED

(D-Ark.). Observers say that the bill will be reported out from committee favorably but that this will be about as far as any Fair Trade legislation will get at this session. Advocates made a record "for" the bill during the hearings and don't really expect much more success right now.

The TV industry may be excited about cutting excises on color TV but Washington observers say this will happen only if, as, and when other cuts have been authorized. An informal agreement between Congressional Democratic leaders and the administration calls for lowering excises on autos and freight first. Before that can happen, corporate and small business taxes will have to be acted upon.

Some time during June we should have a final ruling on the Internal Revenue Service's controversial proposal to apply excise taxes to co-op ad allowances. Manufacturer and retailer associations raised such a howl when IRS proposed the ruling in March that its application was postponed pending a hearing. That session was scheduled for May 27 and IRS will have 30 days in which to make its final decision.

A possible indication of styling trends in wood kitchen cabinets came out of a four-day meeting sponsored recently by Copes, Inc. Twenty-five kitchen dealers and 21 representatives of the company participated in the meeting of the firm's policy committee in late April.

Here were the group's conclusions: more appliances and work-saving devices will be built-in; natural grain stain furniture finishes with semi-gloss will continue to be the popular choice, although high gloss enamels in a wider range of decorator colors will be in greater demand; and kitchen business will be good.

Third of a series: **WHAT'S NEW IN TIMERS?**

TV TIMERS

A great new sales-closing feature for portable TV...turns "late-late" viewers' bedroom sets off...wakes them in the morning—automatically. A feature of interest to 60% of your portable TV market*.

Here are real comers for TV sales! New Telechron TV Timers with electric memories that are right in step with *set-it, forget-it living*. Standard size timers for consoles, and miniature timers for portables that allow exceptional freedom of design because of their small size. Both offer the new "Slim-Jim" look.

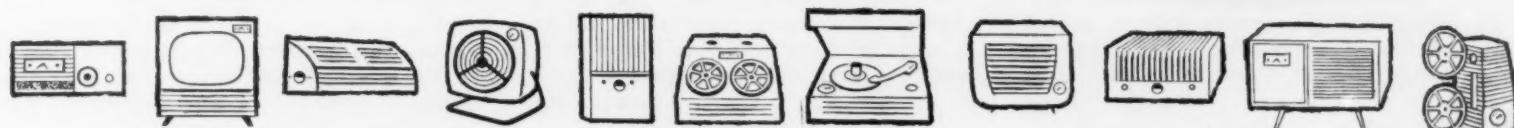
Traditionally first with all that's new and exciting in timing devices, Telechron Timers score again with the latest TV timers. They are backed by the Telechron Timer standards of long life, service-free operation, unparalleled customer acceptance and competitive price that make them an outstanding value in today's highly competitive market. Telechron Timers, Clock and Timer Dept., General Electric Co., 414 Homer Avenue, Ashland, Massachusetts.

*Figure based on a current consumer survey. Survey also shows that more portable TV sales are going into the bedroom than any other room.



Telechron TV Timer turns set off after you've fallen asleep...wakes you on time in the morning...buzzes you as extra insurance—and does it all automatically. Ideal for portable bedroom TV sets.

TELECHRON TIMERS...especially designed for set-it, forget-it living



There is a Telechron Timer or Motor for every product that needs timing

Now...the amazing plastic hose for vacuum handling of

air, liquids and solids...

Dayton

Dayflex[®]

PATENTED



More and more manufacturers are discovering that Dayflex Hose puts added *eye-appeal* and *buy-appeal* into their products . . . and extra operating efficiency, as well! Wherever there is a need for lightweight, highly flexible vacuum hose, Dayflex is the answer.

Originally developed for the U. S. Air Force, Dayflex revolutionized the vacuum cleaner field. Now its many advantages are at your beck and call, to step up sales for a wide scope of other products.

Dayflex has an insulated wire core that gives "muscle action," under a gleaming plastic, non-porous sleeve with incredible strength and abrasion resistance. Its wide color range appeals to the design-conscious public everywhere.

The research and engineering facilities of Dayton Rubber are at your service to help develop new uses for Dayflex Hose for many other appliances and machines.

BE SURE TO SEE DAYFLEX!

Write for a free sample of Dayflex Hose in the popular 1 1/4" diameter, which will be sent with our Dayflex Tech Bulletin. Tell us your needs as specifically as possible, so full data can be put in your hands.

Dayton Rubber

THE DAYTON RUBBER COMPANY • DAYTON, OHIO
THE DAYTON RUBBER COMPANY LTD., DUNDEE, SCOTLAND

trends

REGION BY REGION

THE EAST

By John Richards



"Buy Now" and variations stir sales . . . Weather fouls air conditioner season . . . Big outlets forcing independents into promotional groove

AN anniversary promotion in Buffalo had a crowd fairly bursting an appliance dealer's door down to get at bargains. A color-TV promotion in Glenside, suburb of Philadelphia, sold seven sets in a weekend. In Arlington, Mattapan, Stoneham, Cambridge and Boston, Mass., dealers find it tough sledding but are promoting to their strong side. A Queens, N. Y. dealer, spurred by the Hotpoint "O.K. Ike" campaign, ran his own one-day, eleven-hour promotion and sales zoomed. Not only has the big Davega buy-for-prosperity program taken solid hold in metropolitan New York and New Jersey, giving stores in that chain best-ever volume for late April and early May, but the activity has spilled over into stores bordering the Davega locations.

Variations on the "Buy Now" theme have other New York chains hitting hard with bargains. Some are jacking up their salesmen with lucrative contests. The swing to promotions is on in suburban Philadelphia, Lancaster, Harrisburg, Reading, and Allentown, through New York's tier and vacationland localities, and up and down the New England coast.

Not only are appliance-TV dealers bucking spotty buying, but they have had to contend with fickle weather. Rain checked store activity in early May, and cold weather held back the air conditioner business.

Despite this, distributors and dealers alike in Philadelphia and suburbs, in Washington and neighboring Virginia,

and in New York's boroughs and Long Island's suburbs have witnessed early sales of air conditioners. One New York distributor can't get enough new units. Another expects a shortage by mid-July.

Dealers in upper Manhattan, in Rochester, in Ardmore, Pa., and in Bridgeport, Conn. find business tempo favorable, whether from constant promotional activity or special effort tied to events like Mother's Day. "Can't complain," "Not bad," "Picking up," and "Doing fine," stud comments that sometimes run to the gloomier side.

There's no question that business is around—cash rather than credit business. The traffic in the chain and department stores in New York and in Allentown; in the discount house in-town and on the highways; in places like the new, three-floor Korvette on Manhattan's 44th Street signify people are still buying—and now.

And with the prices farm products are bringing, rural merchants anticipate good business. "Nature sort of takes care of you if you can get past May," they say. Due to this seasonality, farm area dealers aren't paying much attention to percentages.

In more industrial towns, things are more serious. One Indiana dealer pegs his business at ten percent down. "And it's across the board, too," he says, wondering why small appliance repair business would slack off as much as the kitchen business.

Over in Michigan, all depends on the auto contract. Once it's signed, a measure of stability will be back. Right now, dealers have cut back all they can. There is a bigger market for used merchandise, particularly refrigerators, and new refrigerators are picking up.

If contract signing and warm weather come together this year, one dealer figures to pick up some of his lost sales with air conditioning.

Kansas dealers in one area "Were hardly overwhelmed by a multitude of citizenry clamoring for their wares," according to Kansas Gas and Electric Co. of Wichita. Their figures for the first quarter show severe downturns for every major except freezers (up 7.5 percent), disposal units, dishwashers and water heaters. Up around Topeka, however, where Kansas Power and Light operates, "March appliance business showed an increase over sales of March, 1957," and for the quarter, water heaters are well ahead, and so are dryers (by 28 percent) along with freezers and automatic washers. Farm prices strongly affect Kansas, so an upturn is due there.

In Chicago, dealers are leaning on their sidelines strongly, and doing some scrambling at times like Mother's Day, too. The Chicago area may be on the way up again, according to the personal yardstick of a neighborhood sewing machine dealer. It seems that when times are tough, he gets regular calls from housewives who want to sell their sewing machines. These calls, coming in at a one-a-day rate a month ago, have now slackened off. "Now, the next thing is for people to start buying some," he says.

(Continued on page 14)

THE MID- WEST

By Ken Warner



Farmers are due to come out of the fields soon. That's one bright spot . . . Performance by product is spotty . . . Promotions are erratic, too

DESCRIBING a new-line promotion, a couple of weeks ago, a Minnesota dealer wryly said "Well, there's lots of excitement here. We had a customer in this morning, but it fell off this afternoon." Similar apathy has been apparent in all mainly-rural markets, and the explanation is simple: Farmers have been in the fields. When planting is finished, it will no longer be possible to shoot a shotgun down rural main streets and not hit anybody.

trends

REGION BY REGION

THE SOUTH EAST

By William McGuire



A small but solid upturn in sales builds confidence among dealers... Weather sets air conditioning pace

THE Southeast swung rather confidently into Spring, as late April and early May brought a minor, but apparently solid upturn in appliance and television sales.

Instead of peering nervously over their shoulders for traces of a will o' the wisp recession, dealers in most of the area's key cities were looking ahead and finding enough signs of improvement in both traffic and sales to make them reservedly optimistic about Summer volume and the year as a whole.

These were typical dealer comments on business conditions: "People seem to have more confidence than they had 60 days ago" (Nashville) . . . "Prospects are out there for the selling" (Memphis) . . . "I'm running ahead of '57 for the first four months" (Charlotte) . . . "It's opening up, slow but sure" (Birmingham) . . . "Never have felt the recession to any great extent" (Atlanta) . . . "Looks like we've hit bottom and started to bounce" (Chattanooga).

A Birmingham distributor pointed out that, although many dealers are loaded and therefore not buying heavily, the log jam is breaking up under a combination of harder selling and a return of consumer confidence. In New Orleans, a distributor found little evidence of down sales or major unemployment, predicted a good year.

Productwise, air conditioning continued to have a fair weather friend. In Florida and Alabama, window units had gotten off to a pretty good start; but too many wet, cool days had kept them on the ground through the middle of May in Nashville, Memphis, Charlotte and Atlanta. Pre-season dumps were generally

at an end, and retailers were watching the weather and waiting.

The carryover picture was a composite. Some dealers were fresh out of '57 stock and working strictly in their new lines, while others owned units dated as far back as 1955. In most sections, there was still plenty of last year's merchandise on the block.

Refrigerators were reported moving briskly by dealers in Nashville and Atlanta, slowly in Charlotte and Birmingham. Free standing ranges, long a lackluster item in many areas of the Southeast, continued to show to disadvantage in Florida, Atlanta, Birmingham and Charlotte. TV was holding firm for dealers in Memphis, Charlotte and Chattanooga, slacking off in Birmingham and Atlanta. Portables were generally soft (with a strange note of joy in his voice, a Charlotte dealer termed them "almost dead ducks").

Consensus: Steady improvement from February to May suggests the establishment of a gradual upward trend, but it's still a long, long time from May to December, and hard sell looks like the answer.

THE GREAT LAKES

Detroit and Dayton report pickups in sales... In Cleveland the utility stages a big laundry promotion

HERE were encouraging developments in the Great Lakes area last month. In Detroit and Dayton the sales picture looked brighter. And in Cleveland a mammoth promotional program was being waged to give business a much needed boost.

The appliance picture is a little brighter in Detroit and suburban areas, but it is still far from satisfactory. Most dealers, however, feel that "things are looking up."

The J. L. Hudson Company reports April sales to be up, with refrigeration "especially strong." Automatic washers have been selling well also, and the company credits the boost to excellent acceptance of the new J. L. Hudson private appliance line, and to a new (instituted in February) merchandising policy: "You pay no more at Hudsons . . . tell us we're wrong." Under the policy, Hudsons meets all competitive prices in this area.

Elsewhere in Detroit this was the picture:

Sales are up 15 percent at the Adams Appliance Company, with cash sales leading time-payment. Cash deals are 40 percent higher than during March-April.

Television sales did not pick up as was expected, and hi-fi is the store's slowest seller. Washers and refrigerators, however, are enjoying adequate sales.

The Kelly Appliance Company reports a slight increase in sales, but in a different line. Hi-fi and TV are the store's top sellers, and ease the slack in major appliance sales.

General Electric's figures indicate a 30 percent increase in sales during the first two weeks of May, as compared to the first two weeks of April. Source here explained there was a "good upsurge" with most dealers replenishing stock.

Crowley, Milner & Co., a large downtown department store, adds a note of pessimism. A spokesman says sales are down 10 to 40 percent "depending upon the item."

Sales are also down at a few small, suburban outlets. Happy Home Appliances reports a decrease of 20 percent and places the blame squarely upon unemployment. Washers seem to be selling in the suburbs at a little faster rate than most items.

The Illuminating Company sparked appliance sales in Cleveland this month with their month long "Lucky Lady" promotion for laundry equipment. Part of Cleveland's Buy Now campaign, the Illuminating Company's program, used all the gimmicks—loudspeakers, remote broadcast disc jockey shows, radio spots, even girls in lift trucks passing out invitations through second and third floor office windows to visit "Laundry Lane" (the company's display area for laundry.) The display, centered around a "tower of towels," urged visitors to guess the number of towels. Each week, the winner won a free washer and dryer. Small appliances were given to customers who went out and bought a washer or dryer during the campaign.

First quarter figures for the Cleveland area just released indicate the general downturn in volume. Distributor sales to dealers are about 15 percent below last year's figures, with ranges taking the biggest drop—36 percent. Dryers were down 32 percent for the period, washers down 23 percent. Dishwashers just about held their own with a 9 percent decrease, while food freezers were up 2 percent.

The only bright spot in the first quarter figures was the increase in volume for food disposers and dehumidifiers—food disposers up 26 percent and dehumidifiers up over 200 percent.

Dayton was a bright spot in the Great Lakes region this month. Sales there are picking up, with laundry increasing 48 percent over the year ago month, and freezers up 35 percent for the same period. Air conditioners, reported moving up, increased 19 percent. Dishwashers and TV were down, dishwashers 50 percent below the April 1957 figures and television down 12 percent for that time.

(continued on page 18)

How to put more wind in your sales in the big Chicago market!



George: Well, if it isn't Captain Andy. What's your course and speed, Andy?

Andy: Avast and belay that, ya' lubber! Wait till you hear the great new idea I got for promoting my Handy Appliances. Just look out there on Lake Michigan, George. What do you see?



George: Boats.

Andy: BOATS? Batten my hatches, George, you'll never make a promoter! Look at all that white space on those sails, man! Yards and yards of untouched white space—and I'm just the guy to fill it up.



George: Seems to me you're concerned with the wrong kind of sales.

Andy: Then just listen. Thousands of people enjoy Chicago's beaches and lake front parks, right? So I make deals with lots of boat owners to paint a big ad on their sails. When they start scooting up and down the lake front, I'll have hundreds of floating signs carrying the good word about Handy Appliances. Terrific, huh?



George: Andy, Andy. You'd better look before you leap at this idea. Why, if the wind blows the wrong way, nobody will even see your floating ads.

But believe me, your customers look for appliance advertising in the Chicago Tribune. 58% named it most useful when buying an appliance, compared to 18%, 15% and 8% for other Chicago papers.



Andy: But George, I thought I could make a bigger splash this way. There's so much appliance manufacturer advertising in the Tribune already.

George: Sure. More than in any other newspaper in the world—and leadership like that is based on sales results. Remember, the Tribune reaches your biggest audience—more than 950,000 families daily, close to 1,300,000 Sunday.



Andy: Shiver my timbers! (glub, glub) Maybe I would be (glub, glub) better off (glub) concentrating in the Tribune.

George: Now you're on the right track. You'd reach more customers, sell more appliances and make more money.



Andy: Those last words did it, George. I'm shoving off!

George: Where?

Andy: I'm going to put in at Tribune Tower—and put my appliance advertising in the Tribune!

Want your sales to go
full speed ahead with
the big Chicago market?
call any of the following—



Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Chicago
R. C. Tower
1333 Tribune Tower
Superior 7-0100

New York City
E. P. Struhsacker
220 E. 42nd St.
Murray Hill 2-3033

Detroit
W. E. Bates
1263 Penobscot Bldg.
Woodward 2-8422

San Francisco
Fitzpatrick Associates
155 Montgomery St.
Garfield 1-7946

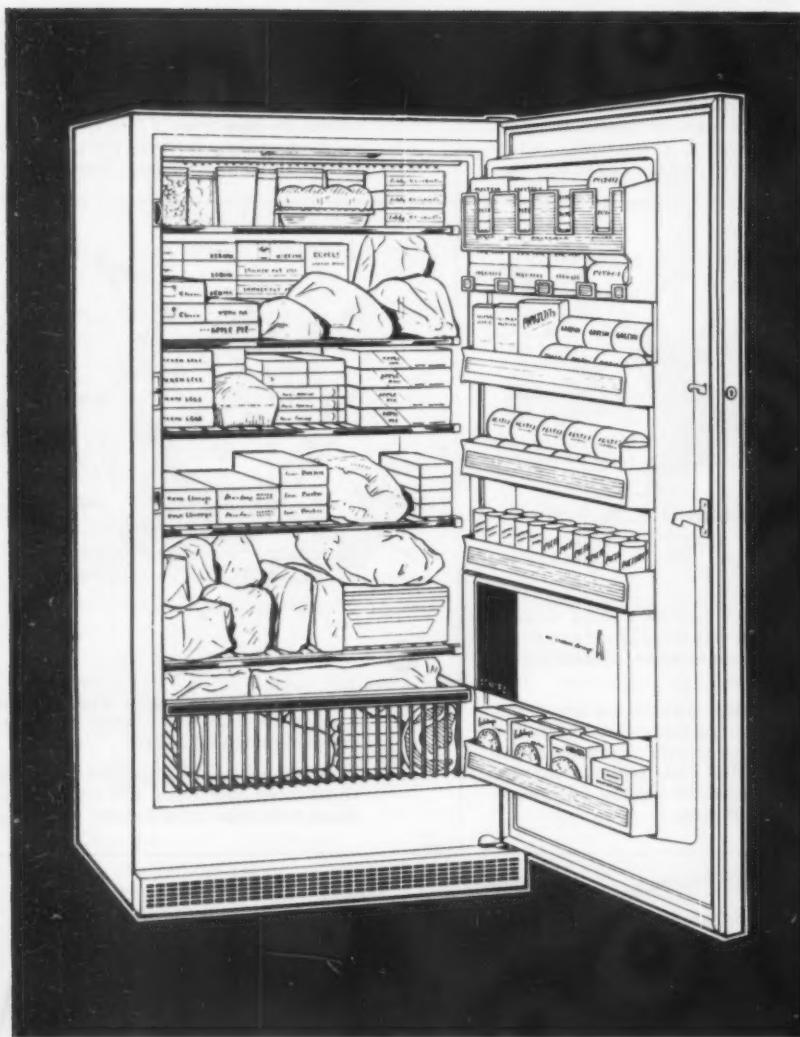
Los Angeles
Fitzpatrick Associates
3460 Wilshire Blvd.
Dunkirk 5-3557

ADMIRAL'S BUILT-IN LOOK

NEW 1958
ADMIRAL
SLIMLINE

FREEZERS

OUT OF BASEMENTS INTO KITCHENS...



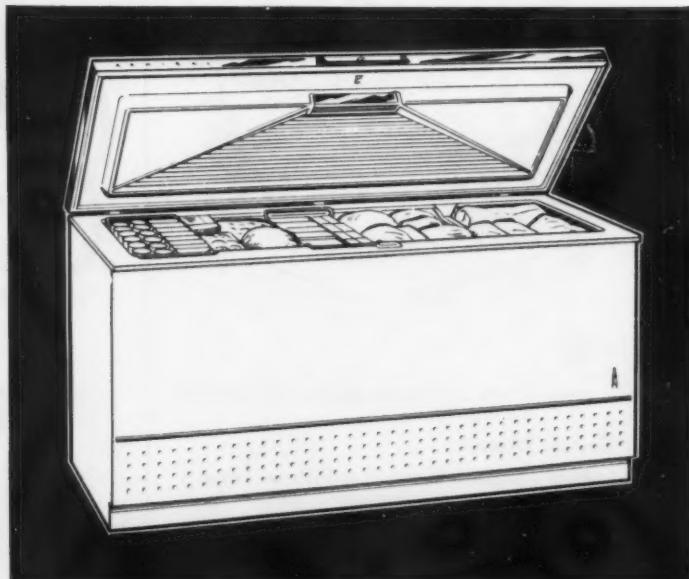
ADMIRAL'S BUILT-IN SALES' CLINCHER!

Selected by the Detroit Institute of Art as an outstanding work of design! Chosen for the World's Fair in Brussels as a freezer of superior design! And sensationaly priced to meet the times. Has moved Admiral to leadership. Gives you a tremendous edge in today's competitive market.

Exciting new styling enables Admiral Freezers to give kitchens the built-in look without remodeling expense. Leads to sale of other appliances, similarly designed. High Style...low price...big markup...the perfect combination for getting what you want...Sales and Profits!

World's most beautiful Upright. Model V154. 14.8 gr. cu. ft., 497 lbs. capacity. Full-width glideout storage basket. Automatic interior light. Pantry door with pop-out dispenser rack and 4 door shelves. 5 super speed freezing shelves plus refrigerated interior top surface.

World's most beautiful chest freezer. Model H205. 20.2 cu. ft., 707 lbs. capacity. Counter-balanced "self-sealing" safety lid. Built-in door lock. Separate quick freeze compartment. Wide range cold control. Interior light and warning light.



BOOSTS BUSINESS!

MOVE FAST!

OUT OF INVENTORIES INTO HOMES!



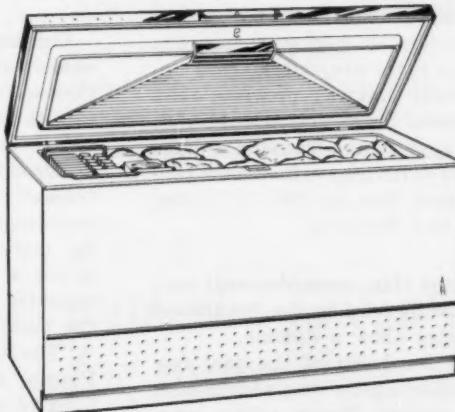
V94. 8.4 gr. cu. ft., 289 lbs. capacity. Circulating cold air design. 4 super speed freezing shelves plus refrigerated interior top surface. Wide range cold control. 4 deep capacity door shelves.



V174. 16.8 gr. cu. ft., 560 lbs. capacity. 5 super speed freezing shelves plus refrigerated interior top surface. Pantry door with 2 pop-out dispenser racks, 4 door shelves. Built-in lock. Glideout storage basket.



H134. 13.1 cu. ft., 458 lbs. capacity. Separate quick freeze compartment. Wide range cold control. Built-in door lock. Storage basket. "Dry-Wall" construction. Counter-balanced Self-sealing safety lid.



H175. 17.1 cu. ft., 598 lbs. capacity. Counter-balanced "self sealing" safety lid. Wide range cold control. Separate quick freeze compartment. Interior and warning light. Model H174—no light or trim.

Unquestionably the best line of freezers in Admiral history! Sure-fire for sales! Make your move now for the freezers that move! Call your Admiral distributor right away!

Admiral®

trends

REGION BY REGION

THE SOUTH WEST

Business responds to promotional efforts . . . Air conditioning volume waits on weather . . . Freezers begin to move at a healthy pace

VARIOUS stimulants seem to have had some effect on appliance business in the Southwest as sales showed some improvement in the first two weeks in May.

A number of air conditioner and white goods campaigns are under way and then there are the "Buy Now" pushes being made in various cities.

Dallas, for instance, has launched a campaign with the theme "Look Up, Think Up—Work For Prosperity."

In Oklahoma, Gov. Raymond Gary announced in May a \$33.7 million contract for 53 projects. Purpose is to provide new jobs and help business in general.

Texas hopes to create about 20,000 jobs with an accelerated highway program. The state has more projects started under the Federal highway program than any other state. Construction continues as a bright spot in the Texas economy. Homebuilding permits have increased rapidly in the past few months in Dallas, Fort Worth and Houston.

On the minus side, unemployment continues to edge upward in the Southwest and retail sales show a decline.

Continuing the habit of the past few months, weather again was a dominant part of the picture. Heavy rains, especially in Arkansas and Texas have been a handicap to the appliance dealer.

Due to the weather factor, business has been in spurts. People buy when the sun comes out, but then it rains and the buying stops.

Comments a Texas dealer, "I feel that we will see an upturn in the immediate future. Our weather conditions have been bad this year and I feel that that has been the greatest holdback in our business."

With good weather—hot, dry weather would be welcome as far as air conditioning sales are concerned—dealers foresee

increased business in the next couple of months with a definite improvement in late summer or early fall.

Comments on prospects for air conditioning sales range from "unknown" to "prospects are good." Thus far sales have not been too heavy because of the cool weather.

Reports on air conditioning profit margins vary, but many dealers tell of a low profit margin and one says "Price cutting is as bad as ever."

White goods movement in general has been slow but dealers throughout the Southwest report good sales in freezers.

THE FAR WEST



By Howard Emerson

The public changes its mind about what's ahead . . . Now they're cautious but not afraid . . . Dealers note upturn in store traffic and volume

A FAVORABLE change in the public's attitude toward buying durable goods is sparking an upturn in sales of appliances for dealers in most sections of the Far West.

Consumers have less fear of the economic future, more willingness to expose themselves to appliances, and less hesitation to commit themselves to long range contracts.

Those facts have come from the dealers themselves—a consensus from personal conversations with 32 dealers in eight key market areas. Obviously, the market is not all sweetness and light, but the majority feel there has been a change for the better. Here's what they say:

"The last three weeks—what a change! People don't seem scared anymore. They're cautious, but not afraid," says Morris Friedman of Friedman-Jacobs, Oakland, Calif. "Business has accelerated since the first of May. I think the public finally has realized there is nothing to be afraid about, or to tighten up for," reports Tom Eldridge, of Meagan's, Phoenix. "Refrigerator sales have picked up, washers and dryers about the same as last year, room air conditioners beginning to speed up."

"I think people are in a better frame of mind about buying than they have been," says veteran Portland, Ore., dealer Harold Kelley. "We had a very good April and it's keeping up in May. People have money and will spend it if you get

them enthused. We've been banging away hard at promotion—April sales were up 8 percent over April 1957." In Boise, Idaho, Paul Rostack, v.p., Bob Fifer's, Inc., with several appliance-furniture stores in the state, reports that "people are less afraid than they were two months ago—just slightly less afraid, but the stores are showing an increase in sales, picking up in late April and May to the 1957 level."

"April sales were up 25 percent over March," says Louis J. Schutty, owner, Chaffee's, Hollywood, Calif. "Optimistic publicity is making people less afraid—one fellow came in and bought an appliance as a direct result of the President's speech." "Frankly we haven't noted a recession," states Dick Ricker, appliance manager, the nine Stapley's Stores in central Arizona. "Business is up. We have no kicks." Competitor Chick Myers, owner of three stores in the Phoenix area feel the same way: "Some people worry about recession, but I don't know why. Business is better than it was last year . . . our appliance sales have doubled."

No dealer interviewed in San Diego reflected the thinking of the rest of the Far West. However, traditionally there is the Spring pickup in sales in that market following the Bureau's Spring Fair which drew 145,000 in April. "Business is slow," reports Joe Hodges of Al's Refrig. & Appl. "People are apathetic," says Earl Warren of House of Appliances. ". . . We don't have as many people, floor traffic has gone down, advertising is not pulling as well," according to Harrington's manager, W. L. Fisher.

"Recession talk is dying down. By mid-summer we should be at the 1957 level of business," says the manager of one of the largest Spokane department stores. Refrigerators and ranges showing best increases, he says. Tom Lantry, manager, Brown Johnston Appliance-TV-Hi-Fi store, says, "People are a little more willing to buy—just a little. There is still evidence that they have some fear of the economic future."

Consensus of dealers in the Salt Lake City area shows that market about reversed from general trend of rest of Far West. January and February were excellent for most dealers.

Ed Lane, manager appliance department, The Paris Co., reports January business was 75 percent of December volume. Behind problem of dealers in Utah is recent severe cutbacks in mining, particularly layoffs at copper mines. Dealer C. W. Gilner says layoffs have psychological effect on all people there, making them very cautious. Appliance-TV dealer Pete Vrontikis says, "Headlines about copper layoffs are affecting everyone's attitude toward buying. We really talked ourselves into this one. But people are still buying necessities—refrigerators, washers and dryers. TV and hi-fi are badly hit."

(Continued on page 21)

Here are
FIVE

Here are just
a few of
the many
DOLE

firsts

The first thermostatic mixing valve for automatic clothes washers.

We also produced the first non-thermostatic mixing valve for the same industry.

The first thermostatic valve which also provided cold water for washing or rinsing.

We produced the first valve for condenser clothes dryers.

We were the first to offer the economies resulting from the use of molded nylon valve bodies.

The first valves with integral solenoids were produced by Dole.

Dole designed and sold the first solenoid operated valves for combination washer-dryers including in one package control of wash and rinse water and the water needed for the condenser system.

The first solenoid valves for portable dishwashers were Dole products.

Dole designed the first storage type fabric conditioner dispenser.

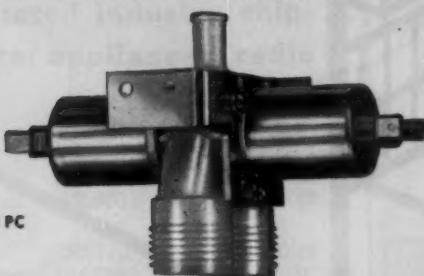
The first single solenoid valve for economy model clothes washers was a Dole development.

NEW



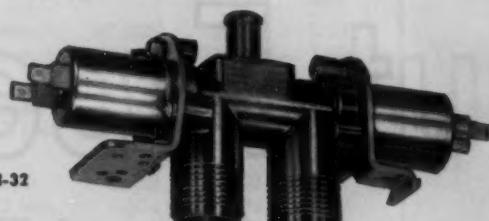
N-10

A new double solenoid non-thermostatic valve with molded integral outlet and incorporating the flow control feature in the outlet. Hot, mixed and cold water is provided.



N-10 PC

A two solenoid mixing valve with molded integral outlet and either restrictions or flow controls at each inlet. Provides hot, mixed and cold water. Inlet flow controls give a degree of mixed temperature compensation with varying inlet pressures.



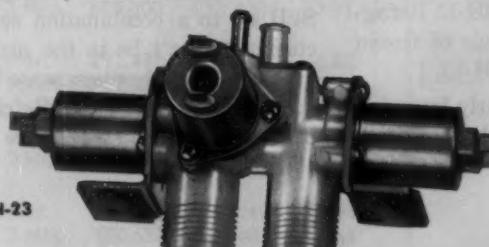
N-32

This non-thermostatic double solenoid mixing valve can be supplied with flow control feature. Provides hot, medium and mixed water.



N-26

A three solenoid non-thermostatic mixing valve, providing control of hot, medium, mixed, cool and cold water. Has flow control feature in outlet and balancing inlet restrictions to compensate for inlet pressure differentials.



N-23

A non-thermostatic mixing valve having a third solenoid for control of cold water to the condenser system of a combination washer-dryer. Condenser water flows from an auxiliary outlet. Water through the main outlet may be hot, mixed or cold. Can also be applied to automatic washers to control water supply and operate a conditioner or detergent dispenser.

MEMBERS of the **DOLE** family of precision control valves

Back when the first automatic washing machine was still on the drawing board, Dole designed and built the first practical solenoid valve to turn the water on and off . . . to control the rate of flow . . . and to mix the water to the desired temperature.

For more than 50 years the problems of control have been uppermost in the minds of Dole engineers. And year after year they have been first with new improvements . . . new developments . . . new ways of doing the job better.

Today . . . Dole again leads the field with five new solenoid valves. Each one embodies certain basic, proven Dole principles plus important improvements that contribute materially to the smooth, efficient operation of the machine for which they were designed.

This year . . . as every year . . . you can look to Dole for the solution to your control problems . . . and find it. If you want details about any of these new valves, we'll be glad to supply them.

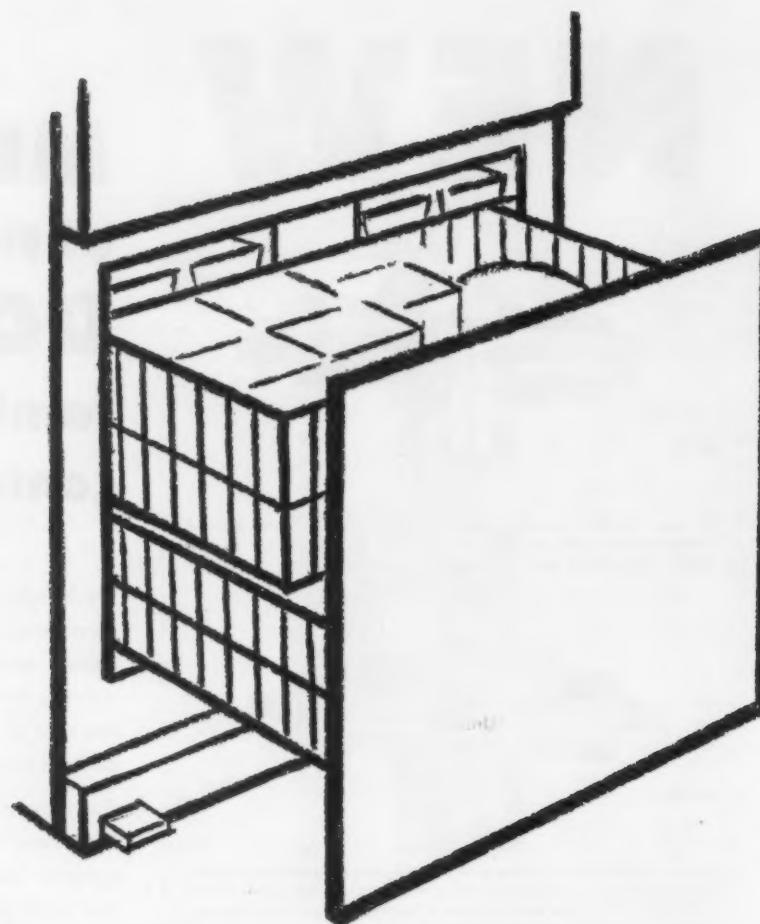
*First
with the finest
for more than
fifty years*

Control with

DOLE[®]

THE DOLE VALVE COMPANY

6201 Oakton Street • Morton Grove, Illinois
(Chicago Suburb)



Roll-Out Freezer

Another reason why General Electric
Refrigerators are truly ahead in design!

Important competitive advantage of the new General Electric "Straight-Line" Refrigerator is the big Roll-Out Freezer in the two top models. And here's why.

***Convenience.** The Roll-Out Freezer glides out at a touch—smoothly and easily—just like a filing cabinet.

***Accessibility.** The Roll-Out Freezer brings all foods right out in front . . . easy to see . . . easy to get at. No bending down and reaching into the freezer for foods.

***Capacity.** Plenty of room. In the new BH-15 Refrigerator the freezer holds up to 175 pounds of frozen foods . . . and up to 123 pounds in the BH-13.

That's why General Electric is consistently featuring this competitive advantage in *all* national advertising

. . . in magazines . . . and on television.

And all this advertising is helping make the Roll-Out Freezer one of the *three* best selling-features in the business. With the other two: Revolving Shelves and "Straight-Line" Design (with no coils in back) . . . it's no wonder American housewives believe the best appliances are made by General Electric!

And—*Only* General Electric gives you all three!

Sell up to a combination refrigerator-freezer! Your customer won't be in the market again for 12 or 13 years. It's good business sense to sell the best and make more profit. Household Refrigerator Dept., General Electric Company, Appliance Park, Louisville 1, Ky.

Don't miss "General Electric Theater,"
Sunday nights, CBS-TV.



Progress Is Our Most Important Product

GENERAL  **ELECTRIC**



trends REGION BY REGION

CONTINUED

Some dealers felt there had been no "fear complex," others felt that the change today is toward sharper buying. "The public is buying slowly while it seeks out the best for the money," a San Diego department store buyer reports. "There's a whale of a lot of prospects," notes dealer Oliver Petrie, Portland, Ore., "but they're very cautious." Ernie Fisher, owner, Terry's Appliances, Boise, has witnessed no change in public's attitude except more tendency to buy for cash instead of long terms. Business is "good as ever." End

manufacturer shipment statistics

Estimated industry shipments of major electrical appliances, radio and television

		1958	1957	%
		(Units)	(Units)	Change
DISHWASHERS	Mar.	32,900	33,100	— .60
	3 Mos.	92,500	107,000	—13.55
DRYERS, Clothes, Electric	Mar.	50,220	56,161	—10.58
	3 Mos.	176,258	241,198	—26.92
Gas	Mar.	20,089	27,507	—26.97
	3 Mos.	71,259	101,608	—29.87
FOOD WASTE DISPOSERS	Mar.	47,800	43,800	+ 9.13
	3 Mos.	135,000	137,200	— 1.60
FREEZERS	Mar.	75,400	81,400	— 7.37
	3 Mos.	204,900	223,200	— 8.20
IRONERS	Mar.	2,452	3,308	—25.88
	3 Mos.	6,604	11,484	—42.49
RADIOS, Home-Clock-Portable (production)	Mar.	696,430	1,011,541	—31.15
	3 Mos.	1,981,724	2,317,352	—14.48
RADIOS, Automobile (production)	Mar.	234,911	597,532	—60.69
	3 Mos.	853,035	1,642,015	—48.05
TELEVISION (production)	Mar.	416,903	559,842	—25.53
	3 Mos.	1,221,299	1,474,729	—17.18
RANGES, Standard	Mar.	71,200	95,200	—25.21
	3 Mos.	224,900	299,400	—24.88
Built-in	Mar.	46,700	44,200	— 5.66
	3 Mos.	110,700	112,200	— 1.34
REFRIGERATORS	Mar.	261,100	309,300	—15.58
	3 Mos.	695,000	913,400	—23.91
VACUUM CLEANERS	Mar.	291,418	312,746	— 6.82
	3 Mos.	782,538	890,371	—12.11
WASHERS, Automatic & Semi-Automatic	Mar.	214,174	211,356	+ 1.33
	3 Mos.	599,510	715,698	—16.23
Wringer & Spinner	Mar.	64,717	74,849	—13.54
	3 Mos.	180,633	221,401	—18.41
WASHER-DRYER COMBINATIONS	Mar.	11,603	21,527	—46.10
	3 Mos.	37,092	60,419	—38.61
WATER HEATERS, Storage	Mar.	68,600	66,200	— 3.63
	3 Mos.	188,300	185,100	— 1.73

Sources: NEMA, AHLMA, VCMA, EIA.

a couple of

PUT-UP JOBS

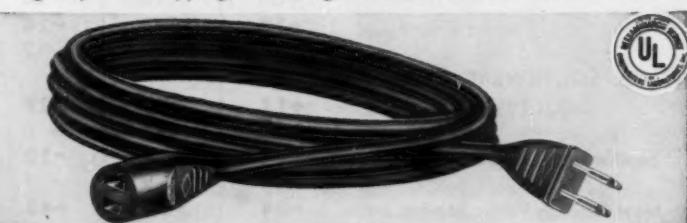
BY



Today the merchandising spotlight is on PACKAGING!
Here are two important CORNISH improvements



CORNISH Portable Service Cords, in popular sizes, now packed four 250-ft. spools in individual containers, all in a compact carton that makes identification easier. Individual containers suitable for reshipping — eliminating expensive, time-consuming repacking. Speeds shipping, receiving, over-the-counter ACTION!



No more tightly hanked cord sets. Now wound and labeled to minimize tension and effect complete relaxation of the insulation. Uncoops without kinking. Free from ozone attack.

Sold Only Through Accredited Jobbers

Booth 715 • Civic Auditorium • San Francisco • JUNE 9th-12th

"MADE BY ENGINEERS FOR ENGINEERS"

CORNISH WIRE COMPANY, INC.

50 Church Street Branches in 15 Leading Cities New York 7, N. Y.

Creators and Manufacturers of
CORDS AND CORD SETS FOR HOME, FARM AND INDUSTRY

how's business?

Here's the answer for 25 key markets

which embrace over 17% of the U.S. buying public. Based on flash reports from leading utilities, this chart provides you with the most authentic, up-to-the-minute index of retail sales yet available. It's another ELECTRICAL MERCHANDISING exclusive.

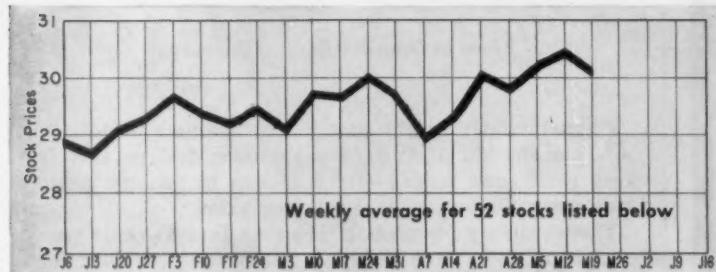
March figures: '00 Year to date figures: '00	Refrig- erators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish- washers	Room Air Condi- tioners	TV
	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57			
IN THE EAST									
United Illuminating Co. (Connecticut)	-27	+60	-16	+2	-22	-3	-10	**	-23
	-23	+62	-19	**	-15	-15	-7	+7	-15
N. Y. State Electric & Gas Corp.	-26	+2	-34	-21	-18	-26	*	-20	*
	-23	-13	-25	-15	-23	-28	*	+7	*
Jersey Central Power & Light Co.	-16	+125	-17	-8	+26	+71	+25	-11	*
	-14	+80	-28	+5	-2	+6	+19	+3	*
New Jersey Power & Light Co.	-22	+22	-12	+68	-22	-23	-19	-21	*
	-17	+22	-4	+53	-8	-12	+6	+7	*
Philadelphia Electrical Assn.	-20	+18	+9	-14	-13	-10	-40	-12	-9
	-19	+1	-6	-17	-17	-14	-22	+7	-9
Pennsylvania Electric Co.	-23	-17	-20	-17	-20	-17	+15	+21	-15
	-27	-24	-26	-17	-25	-24	+22	-7	-21
West Penn Power Co.	-24	-15	-18	-9	-6	-1	-20	-2	-17
	-24	-12	-23	-16	-17	-16	-22	+22	-22
IN THE MIDWEST									
Dayton Power & Light Co.	-13	+8	-15	+28	+7	+23	-53	-3	-16
	-25	+19	-23	+7	-11	-14	-43	+26	-22
Commonwealth Edison Co.	*	+5	-3	+20	*	+12	-20	-18	*
	*	-1	-7	**	*	+1	-14	-53	*
Kansas Gas & Electric Co.	-34	+4	-24	+8	-26	-32	+13	-4	-30
	-24	+8	-21	+22	-19	-22	+27	-13	-14
Nebraska-Iowa Electrical Council	-31	-30	-7	+21	-30	-26	-22	-15	-24
	-25	-8	-8	+27	-15	-6	-33	-4	-20
IN THE SOUTH									
Kentucky Utilities Co.	-13	+2	-14	-8	-7	-21	-33	-26	-18
	-11	-5	-10	+1	-5	-12	-7	+3	-13
Electric Power Bd. of Chattanooga	-38	+62	-28	+20	-16	+4	-70	-67	-18
	-33	+63	-21	+18	-15	-4	-50	-51	-26
Nashville Electric Service	-23	-2	-15	-11	*	-6	*	*	*
	-15	+8	-8	-5	*	-9	*	*	*
Florida Power Corp.	+17	-7	+44	+33	-8	+108	-41	-36	+12
	+34	-17	+67	+53	-3	+52	-19	-26†	+16
Florida Power & Light Co.	-37	+39	-23	+12	-11	+16	-20	+38	-14
	-30	-16	-28	+9	-23	+18	-28	-34	+1
Tampa Electric Co.	-13	+13	-24	-17	-15	+26	-45	-8	-24
	-18	+6	-12	+12	-14	+50	-26	+4	-20
IN THE SOUTHWEST									
Dallas Power & Light Co.	+11	-11	+27	+75	+2	+65	+42	-2	-16
	-10	-12	-6	+42	+5	+9	+18	-27	-19
Southwestern Gas & Electric Co.	-14	-9	-12	-50	-15	+13	-5	-31	-24
	-12	-9	-5	-12	-13	-8	+5	-20	-25
New Orleans Public Service, Inc.	-34	-10	-43	*	-23	-39	+59	+39	-12
	-15	-15	-35	*	-23	-52	-10	+23	-22
Gulf States Utilities Co.	*	*	+101	+375	*	-4	*	*	*
	*	*	+93	+170	*	-21	*	*	*
IN THE WEST									
Appliance Merchandisers Assn. (Arizona)	-11	-6	+3	+206	+3	-20	-36	+1	-10
	-10	-20	-3	+108	-7	-28	-63	-20	-32
Pacific Gas & Electric Co. (California)	**	+45	+6	+12	-2	+3	+12	+12	+4
	+1	+36	+9	+16	-3	+4	+10	+35	-3
Pacific Power & Light Co. (Oregon)	+17	+11	-20	-10	-19	+1	-7	+586	-21
	+10	+17	-16	-9	-19	-16	-3	+288	-6
Washington Water Power Co.	-7	-7	+1	-23	-11	-34	-11	-93	-25
	-4	-22	-7	-20	-20	-23	-18	-83	-31
NATIONAL									
March	-16	+11	-8	+5	-11	**	-5	+6	-11
Year to date	-14	+3	-9	+7	-14	-8	-6	-12	-11

* Not Available ** Change of Less than 1% \$ Adjusted

taking stock:

A quick look at the way in which the stocks of 52 key firms in the industry behaved during the past month. This unique summary is another new—and exclusive—service for readers of ELECTRICAL MERCHANDISING.

How The Industry Behaved Week By Week

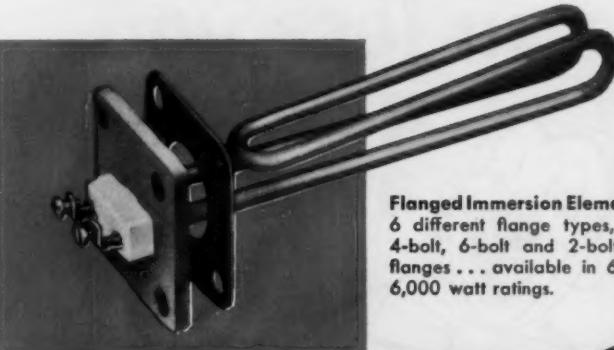


How The Industry Behaved Week By Week

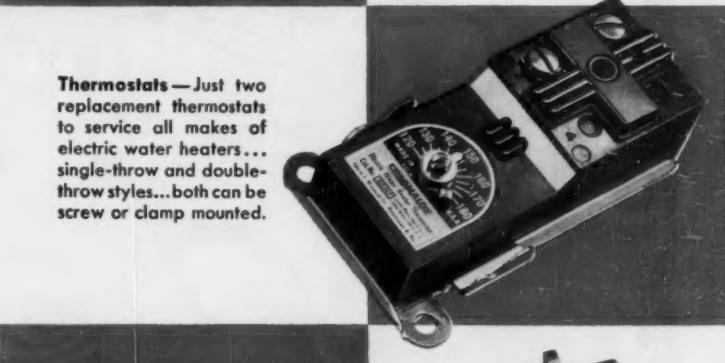
STOCK AND DIVIDENDS IN DOLLARS	1958 HIGH	LOW	CLOSE APRIL 17	CLOSE MAY 19	NET CHANGE
NEW YORK STOCK EXCHANGE					
Admiral Corp.	10 1/2	7	8 1/2	9 1/2	+ 1 1/2
Avco Mfg. 20E (Am. Kitchens)	7 1/4	5 1/2	6	6 1/4	+ 3/4
American Motors (Kelvinator)	14 1/2	8	9 1/2	13 1/2	+ 3 1/2
Arvin Ind. 2	29 1/2	24 1/2	27	24	- 3
Black & Decker 1.40B	44 1/2	36	40 1/2	43 1/2	+ 3 1/2
Borg Warner 2 (Norge)	30 1/2	25 1/2	28 1/2	26 1/2	- 2
Bulova .45E	12 1/2	9 1/2	12 1/2	10 1/2	- 1 1/2
Carrier 2.40	42 1/2	32 1/2	38 1/2	38 1/2	+ 3/4
Colgate Palm. 3A	63	48	59 1/2	61 1/2	+ 1 1/2
Chrysler IE (Airtemp)	57 1/2	44	45 1/2	45 1/2	+ 1/4
Decca Records 1	16 1/2	13 1/2	15 1/2	14 1/2	- 1/2
Emerson El. 1.60	37	29	34 1/2	35 1/2	+ 1 1/2
Emerson Radio	6 1/2	4 1/2	5 1/2	6	+ 1/4
Feeders Quig. 1	14 1/2	11 1/2	12 1/2	14	+ 1 1/2
Firestone 2.60B	93 1/2	82 1/2	83	85	+ 2
General Electric 2	64 1/2	57	57 1/2	58 1/2	+ 1/2
General Motors 2	39 1/2	33 1/2	36	37 1/2	+ 1 1/2
Hoffman Electric 1	27 1/2	21	25 1/2	27 1/2	+ 1 1/2
Hupp Corp.	3 1/2	2 1/2	2 1/2	3 1/2	+ 3/4
Magnavox 1 1/2B	37	30 1/2	35 1/2	36 1/2	+ 1 1/2
Maytag 2A	29 1/2	23 1/2	27 1/2	29	+ 1 1/2
McGraw Edison 1.40	37 1/2	31 1/2	33 1/2	33 1/2	+ 1/2
Mpl. Honeywell 1.60A	88 1/2	76	81 1/2	84	+ 2 1/2
Montgomery Ward 2A	36 1/2	28	34 1/2	35 1/2	+ 1 1/2
Minn. Mining & Mfg. 1.20	81 1/2	73 1/2	76 1/2	76	- 3/4
Motor Wheel .40E	16 1/2	12 1/2	13 1/2	12 1/2	- 1/4
Motorola 1 1/2	42 1/2	35	36 1/2	36 1/2	- 3/4
Murray Corp. 2	27 1/2	19 1/2	22	26 1/2	+ 4 1/2
Philco Corp.	17 1/2	12 1/2	14 1/2	14 1/2	+ 1/2
Proctor & Gamble 2	62	55	59 1/2	61 1/2	+ 1 1/2
R.C.A. 1A	35	30 1/2	31 1/2	32 1/2	+ 1 1/2
Raytheon 1 1/4T	27 1/2	21 1/2	26	26 1/2	+ 1/2
Rheem Mfg.	13 1/2	10 1/2	12	11 1/2	- 1/2
Ronson .15E	10 1/2	7 1/2	8	8	-
Schick .20E	14 1/2	8 1/2	9 1/2	9 1/2	+ 3/4
Scovill Mfg. 3/4E	28	19	21 1/2	20 1/2	- 1
Sears Roebuck 1A	29 1/2	25	26 1/2	29 1/2	+ 2 1/2
Servel	7 1/2	4 1/2	5	7 1/2	+ 2 1/2
Smith (A.O.) 1.60B	30 1/2	25 1/2	26 1/2	29 1/2	+ 2 1/2
Square D 1B	24 1/2	21 1/2	22	22 1/2	+ 1 1/2
Sunbeam 1.40A	46 1/2	39 1/2	42 1/2	44 1/2	+ 2
Sylvania El. Pd. 2	37 1/2	31 1/2	36 1/2	35 1/2	- 1 1/2
Welbilt	2 1/2	1 1/2	1 1/2	2	+ 1/2
Westinghouse 2	65 1/2	57 1/2	58	57 1/2	- 1/2
Whirlpool 1 1/2E	21 1/2	16 1/2	17	18 1/2	+ 1 1/2
White Sewing	6 1/2	4 1/2	5 1/2	5 1/2	+ 1/2
Zenith Rad. 1 1/2H	77 1/2	67 1/2	73 1/2	74 1/2	+ 1 1/2
AMERICAN STOCK EXCHANGE					
Muntz TV	3 1/2	3 1/2	1 1/2	3 1/2	+ 1 1/2
Singer Mfg. 2.20	40 1/2	32 1/2	40 1/2	39 1/2	- 3/4
Skiatron	6	3 1/2	4	4 1/2	+ 1/2
Du Mont Lab.	4 1/2	3	3 1/2	3 1/2	+ 1/2
Eureka Corp.	3 1/2	2 1/2	1 1/2	3 1/2	+ 1 1/2

A—Also extra or extras. B—Annual rate plus stock dividend. E—Declared or paid so far for this year. G—Paid last year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. H—Declared or paid after stock dividend or split-up.

Service more electric water heaters with standard CHROMALOX replacements



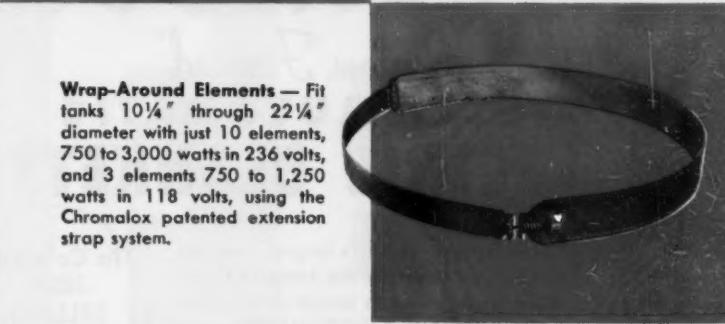
Flanged Immersion Elements—6 different flange types, to fit 4-bolt, 6-bolt and 2-bolt tank flanges... available in 600 to 6,000 watt ratings.



Thermostats—Just two replacement thermostats to service all makes of electric water heaters... single-throw and double-throw styles... both can be screw or clamp mounted.



Screw Plug Immersion Elements—1" and 1 1/4" pipe thread sizes in 750 watts through 3,000 watts. Built-in thermostat available on 1" size.



Wrap-Around Elements—Fit tanks 10 1/4" through 22 1/4" diameter with just 10 elements, 750 to 3,000 watts in 236 volts, and 3 elements 750 to 1,250 watts in 118 volts, using the Chromalox patented extension strap system.

Chromalox replacement products for electric water heaters are available from Authorized Distributors across the nation, who maintain good stocks to fit your needs. Write for the name of the one nearest you.

Get the same high quality that has made the name Chromalox famous as original equipment and replacement service for electric range surface units and oven elements.



**YOU COULDN'T
"MOVE" MORE...
unless you
gave 'em
away!**



ADVERTISED IN
LIFE

FROM \$19.95 RETAIL

Crestwood

**"Custom Formed"
FULLY AUTOMATIC
ELECTRIC BLANKETS**

Only Northern—world's largest manufacturers—can offer you the fantastic Crestwood line—priced to outsell all competition—**WITHOUT DISCOUNTING**—and still allow you your **FULL PROFIT MARK-UP!** Crestwood even has quality features not found in competing brands at higher prices. In all models, sizes and popular colors to retail from \$19.95! Don't cut your profits, sell Crestwood!

UL

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEMSELVES

**AVAILABLE ONLY THROUGH
YOUR DISTRIBUTOR**

In Colorful
SELF-
SELLING,
DISPLAY
Storage
Carton

PRICED
LOW FOR
BIG
VOLUME
SALES!
FULL PROFIT
MARK-UP!

economic currents

Housing Turns Up—and The Pickup Will Last

By the McGraw-Hill Dept. of Economics

A particularly bright spot in the business outlook is homebuilding. And for appliance dealers this is very good news indeed—for a pickup in housing could also mean an upturn in appliance sales.

Homebuilding promises to show an increase this year over last. And a high level of activity is in prospect for several years ahead. The reason is that housing has already had its recession, during the years 1955-57.

It now appears that about 1.1 million new homes will be built this year. And there should be close to 1.2 million new homes in 1959.

WHY THE IMPROVEMENT? One of the reasons for the upturn is that money is generally easier, and interest rates on mortgages once again are competitive. Another is the new federal housing act which provides additional incentives for home purchasers.

It authorizes FHA-insured mortgage loans with down payments as low as 3%. VA-guaranteed mortgages can be made with no down payment. Already, applications for FHA and VA mortgages are rising sharply. This points to a sustained upturn in housing starts in the coming months. The annual rate of new starts this summer should be above 1 million units. And a rate of 1.2 million starts may be in sight for the end of the year.

HOW LONG WILL IT LAST? This strong housing market should continue into 1959. Money will still be relatively easy. And builders may have shifted toward the size and price of house that consumers want.

There are other reasons for expecting a good housing market. New urban expressways will be opening new areas for homebuilding. Also, urban redevelopment will result in demolition of some of the more run-down housing areas and add to demand for other housing.

The prospect for a high level of homebuilding should continue beyond 1959. With enough mortgage money, attractive design and pricing, stepped-up highway programs and urban redevelopment, the potential housing market may stay at 1.2 million units for several years.

WHAT HAPPENED IN '55? But what caused the recent drop in housing?

One of the reasons for the drop was that the price of new houses went up faster than new houses. To the consumer some of the higher costs represented improvements in value. But the total cost was more than some buyers *wanted* to pay. And it was probably more than some buyers *could* pay. This rise in prices occurred after the major shortage of housing had been taken care of, so many families could—and did—hold off buying.

As an alternative to buying a new home many potential buyers began improving existing houses.

Upgrading of existing housing also cut into the market for completely new housing. It was a way to add good housing without the same cost and financing problems that were present in the single-family housing field.

Tight money was still another reason for a decline in housing.

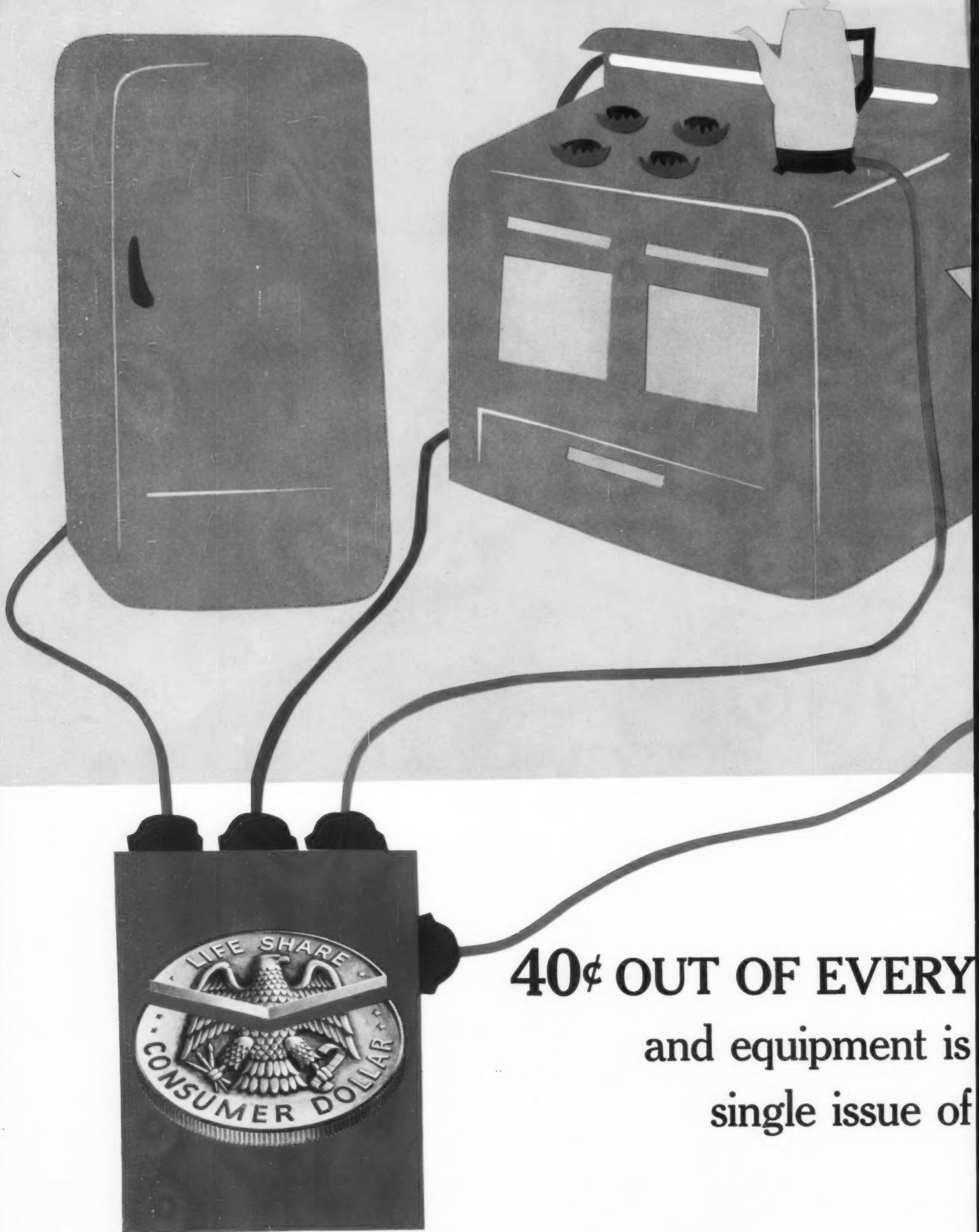
Competition from all of these contributed to the slump in housing. But the upturn is now in sight. End

NEW LINE ON THE POWER OF ADVERTISED-IN-LIFE

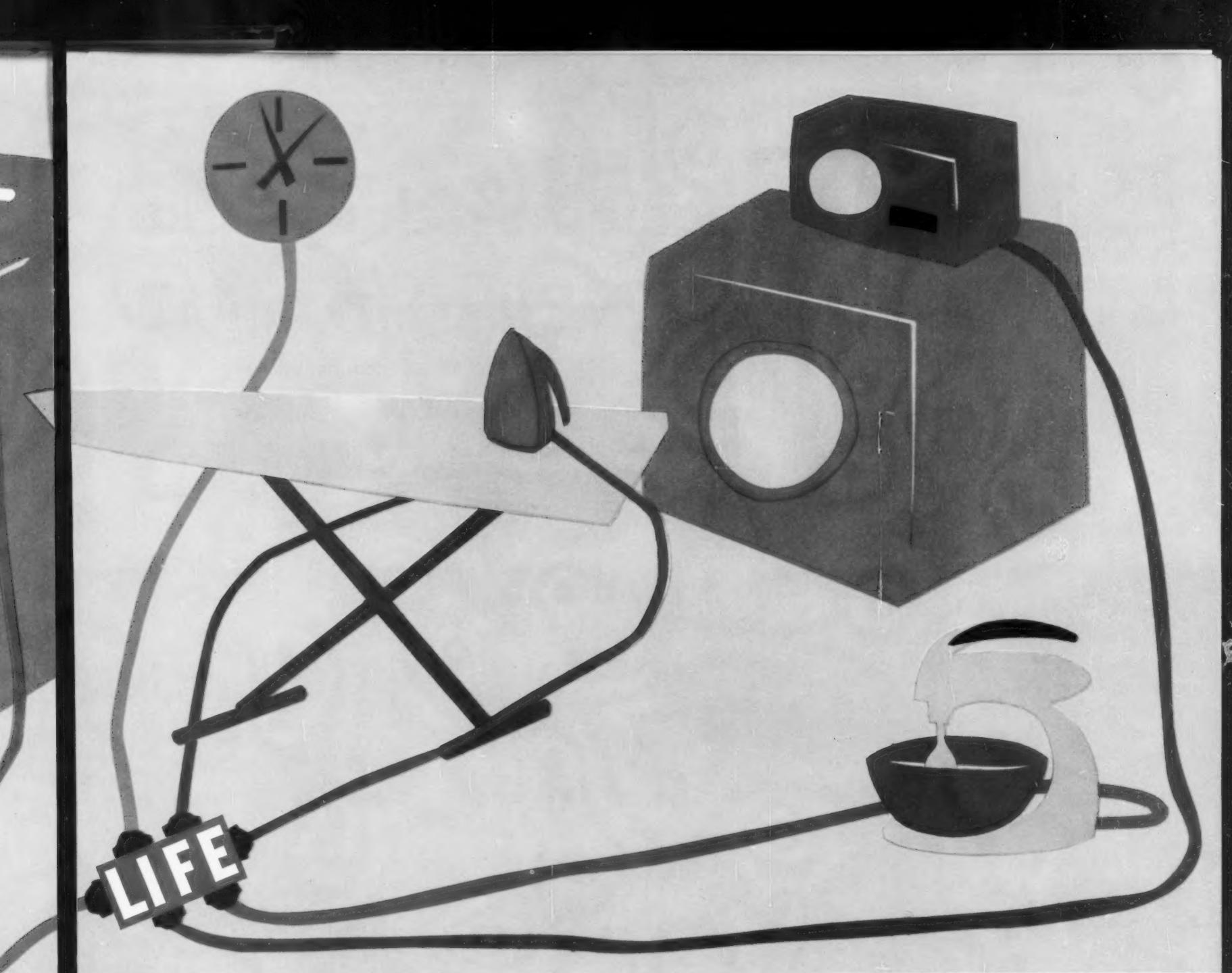
ADVERTISED IN

LIFE

®



40¢ OUT OF EVERY D
and equipment is
single issue of



RY DOLLAR spent on home furnishings
t is spent by households that read a
of **LIFE**

Now you can measure the sales potential of **LIFE**'s audience in terms of the dollars it spends for the type of products you sell... thanks to **LIFE**'s *Study of Consumer Expenditures*, the most complete analysis any medium ever made of the spending power of the market it reaches.

More
proof
that

The **LIFE** home furnishings and equipment market buys more

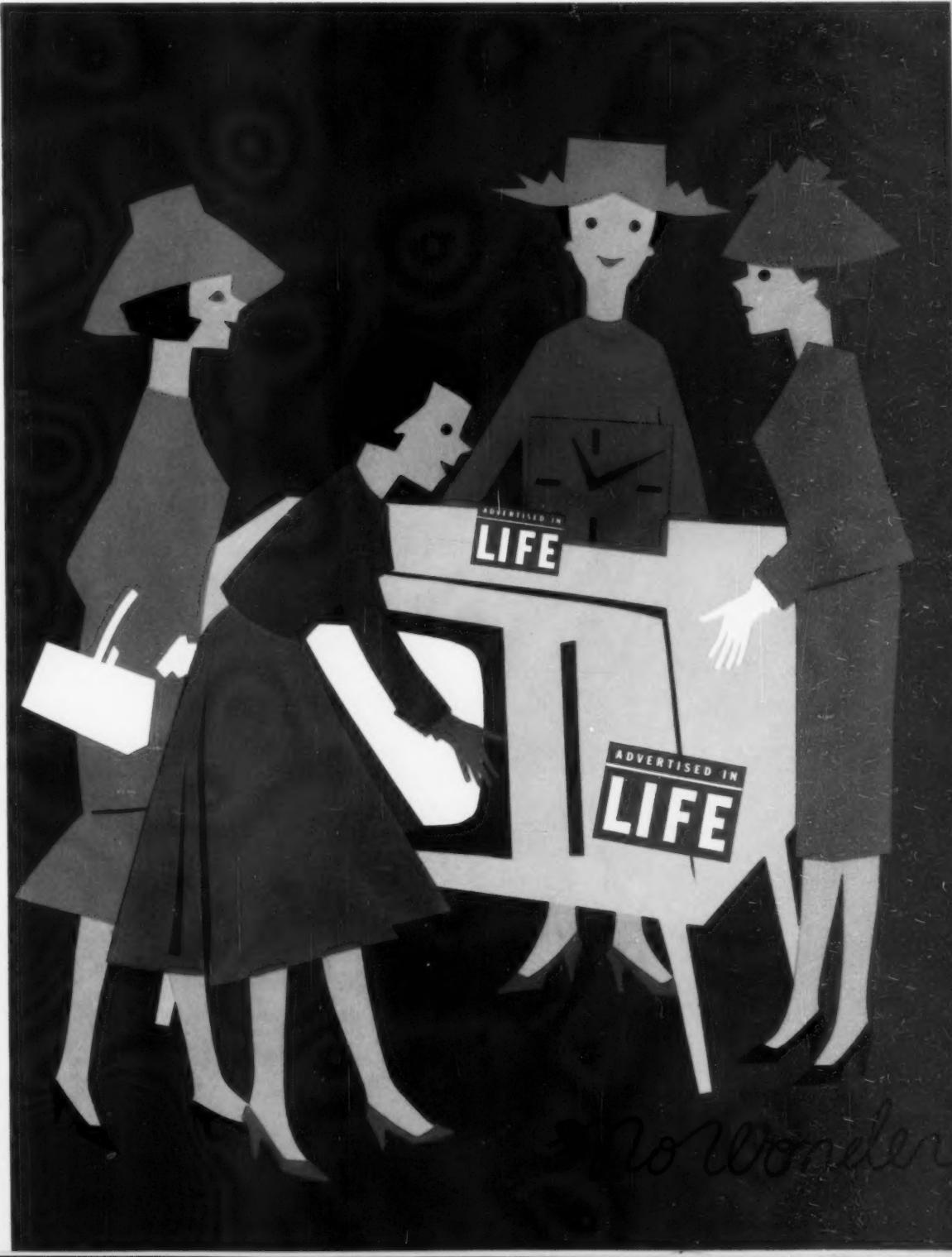
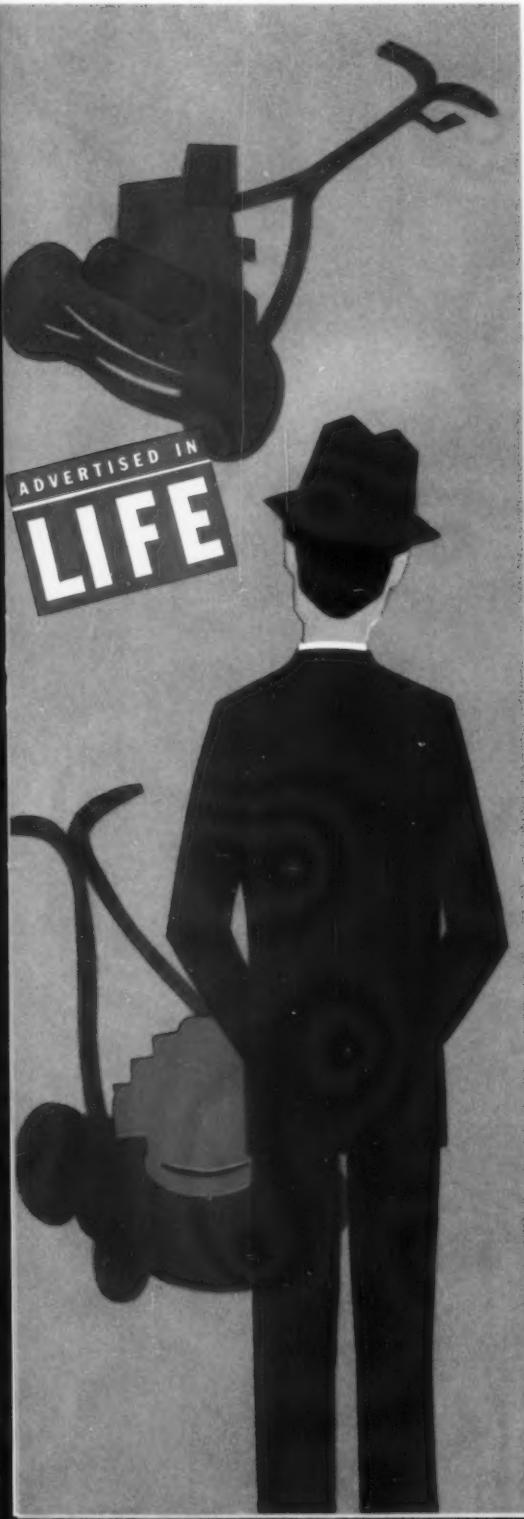


A single issue of LIFE reaches . . .

- 15,320,000 households
- 31% of all U. S. households
- Households that account for 40% of all home furnishings and equipment expenditures.*

...this makes LIFE households your best prospects

*In the course of 13 issues, LIFE reaches 70% of all U.S. households. And these 70% account for 78% of all home furnishings and equipment expenditures.



No wonder

Retailers rank **LIFE** first



Appliance retailers tie in with advertising from **LIFE** twice as much as with advertising from any other magazine—by actual count of store tie-in displays.

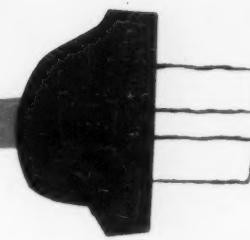
Appliance and home furnishings retailers use Advertised-in-**LIFE** tie-ins most often within their own newspaper ads—19 to 1 over the next leading weekly magazine.

Advertisers rank **LIFE** first

Home furnishings and equipment advertisers invested more for selling in **LIFE** than in any other magazine in 1957 . . . and again in the first quarter of 1958.

Sources: Audits
and Surveys,
A.C.B., P. I. B.





Make sure you get your share of what
LIFE readers spend . . .

FEATURE THESE BRANDS

January-June—1958

ADVERTISED IN

LIFE

MAJOR APPLIANCES

Admiral Corporation—Full Line
American Gas Association—Caloric Ranges
American Motors Corp.—Kelvinator
Refrigerators
American Standard—Youngstown Kitchens
Cribben & Sexton Co.—Universal Gas Ranges
Fedders Air Conditioners
General Electric Washers
General Electric Ranges
General Electric Refrigerators
General Electric Air Conditioners
General Motors—Frigidaire Refrigerators
Hotpoint Washers
Hotpoint Full Line
Hotpoint Refrigerators
Hotpoint Institutional
Maytag Dryers
Maytag Washers
Philco-Bendix Duomatic
Philco Full Line
Phileo Air Conditioners
Westinghouse Refrigerators
Whirlpool Corp.—RCA-Whirlpool Dryers
Whirlpool Corp.—RCA-Whirlpool Ranges

HOUSEWARES

American Chain & Cable Co.—Pennsylvania
Mowers
Bissell Carpet Sweepers
Continental Sales Co.—Visetti Sewing Machines
Davis Power Mowers
Eska Co.—Imperial Power Mowers
Fox Howard Corp.—Power Mowers
General Electric Irons
General Electric Coffee Makers
General Electric Radios
Heineke & Co.—Excello Power Mowers
Henney Motor Co.—Eureka Vacuum Cleaners
Hoover Vacuum Cleaners
Jacobsen Rotary Mowers
Landers of Arkansas—Small Appliances
Landers, Frary, & Clark—Universal
Coffee Makers

Lober Power Mowers
McGraw Frypans, Toasters, Grills, Irons
Norelco Shavers
Outboard Marine Corp.—Lawn-Boy Rotary
Mowers
Pfaff Sewing Machines
Quick Manufacturing—Springfield Rotary
Mowers & Tillers
Regina Floor Polishers
Robbins & Myers, Inc.—Hunter Fans
SKS Machine Co.—Sewing Machines
Schick Shavers
Shetland Floor Polishers
Singer Sewing Machines
Sperry Rand Corp.—Remington Shavers
Sunbeam Power Mowers
Toro Power Handle and Machines
Weber Engineered Products—Choremaster
Mowers
Whirlpool Corp.—RCA-Whirlpool Vacuum
Cleaners
White Sewing Machines

RADIO-TV-PHONOGRAPH

Admiral Television
American Elite, Inc.—Telefunken Hi Fidelity
Columbia Hi Fidelity
Columbia Popular Records
Decca Records
Hotpoint Hi Fidelity Television
Magnavox Television Institutional
Magnavox Television
Magnavox Hi Fidelity and Television
Mercury Records
Philco Television
Philco Hi Fidelity
Philco Transistor Portable Radios
RCA Victor Television
RCA Victor Television Institutional
RCA Victor Record Albums
RCA Victor Portable Radios
Sylvania Hi Fidelity
Sylvania Television
Webcor Hi Fidelity & Tape Recorders

Because of last-minute changes, some items may be omitted.

Only LIFE gives you so much because . . .



Only **LIFE** gets you so much response

Response in numbers . . . LIFE reaches 15,320,000 households—31% of all U.S. households every single week.

Response in dollars . . . LIFE reaches your big dollar market week after week—40¢ out of every dollar spent on home furnishings and equipment.

Response in action . . . only LIFE moves readers to react so swiftly, to respond so *surely* to vivid editorial pages and to advertisements that help produce sales.

ADVERTISED IN
Only **LIFE** gives you so much selling support
... so swiftly . . . so surely

NOW IN A GAS



Whirlpool

REFRIGERATOR-FREEZERS

complete the **first** and **only full line** of gas
appliances with one accepted brand name!



Whirlpool DEALERS ARE THE ONLY



gas does so much more
...for so much less



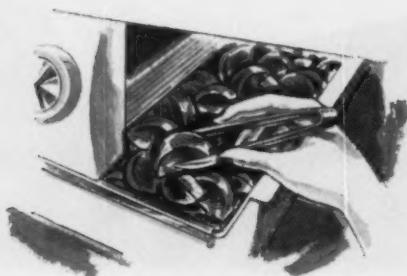
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Get the full, profitable story from your RCA WHIRLPOOL distributor!

ONES WHO CAN SELL...

GAS REFRIGERATORS

with "ice magic"...the automatic ice cube maker... no other refrigerator-freezer line has this great feature...no other has permanently silent operation...and, because there are no moving parts, it gives longer-life dependability!



Automatic ice maker ends the mess and bother of ice trays . . . just help yourself, there's always a supply of cubes on hand.



Listen . . . it's so quiet you can't even hear a hum. And, this silent operation is permanent because a gas flame does the work.



10-Year Warranty on gas refrigeration unit is another indication of long-life, dependable operation.

Nothing else like it...you get a wide-open opportunity to sell an exclusive product...

SEE YOUR  **Whirlpool** DISTRIBUTOR

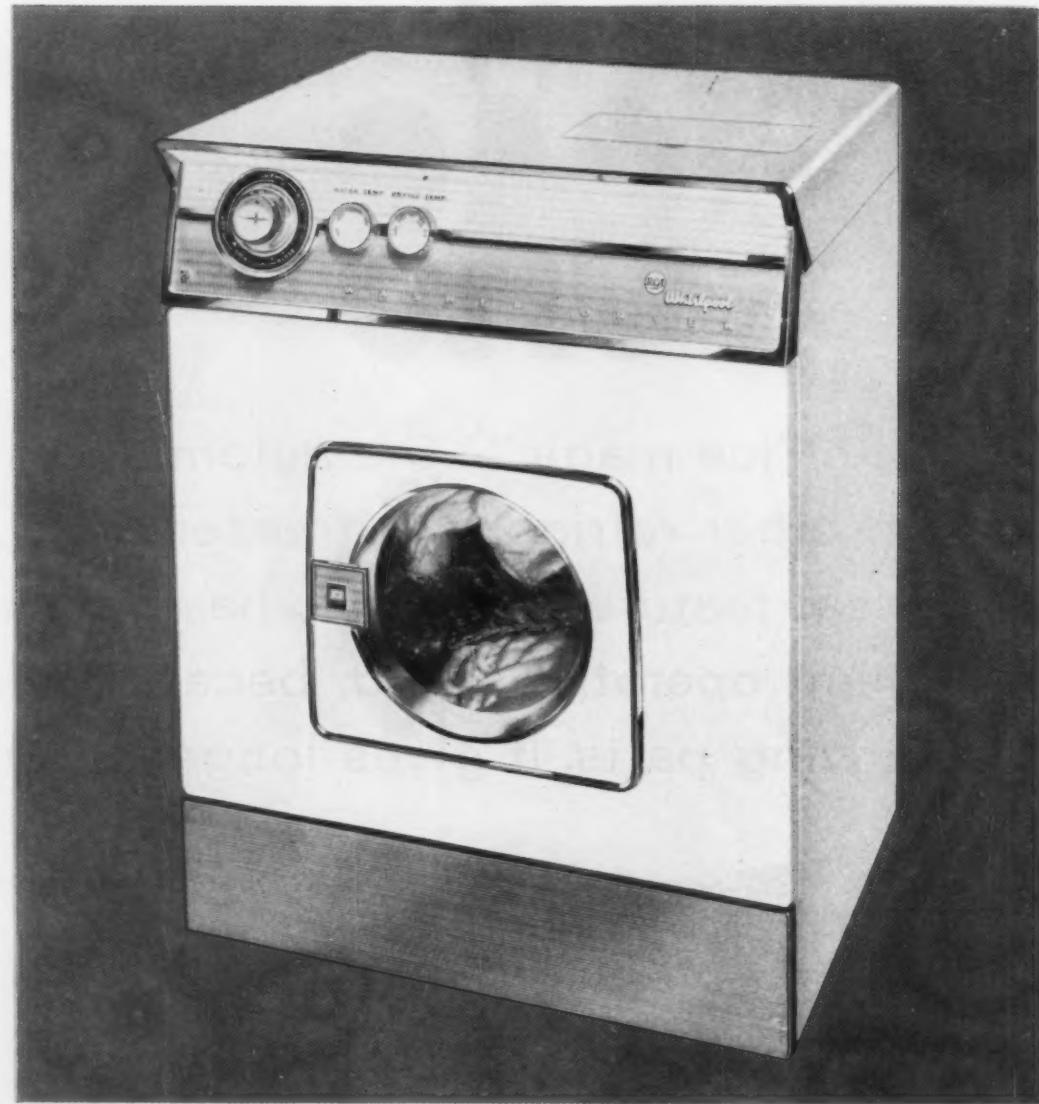
RCA WHIRLPOOL Home Appliances . . . Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!



Whirlpool DEALERS ARE THE ONLY

GAS
WASHER-DRYER
COMBINATIONS



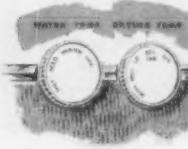
...that heat water with gas...dry with gas heat. Here, in the first fully-gas washer-dryer, you get big water savings...lint-free washing...bleach and bluing dispenser...automatic ignition...and the same super-speed drying found in all RCA WHIRLPOOL gas dryers.



thorough Filter-Stream Action washes and rinses big 10-lb. load cleaner with a powerful, yet gentle, constantly filtered stream of water.



gentle Tempered-Heat Drying conditions air before it circulates to dry even dainty fabrics softer, fluffier, safely the economical gas way.



safe Tailored Temperatures. 3 water temps... infinite drying heats provide correct washing and drying "weather" for every garment.

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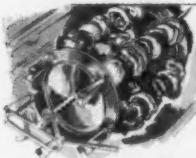
Get the full, profitable story from your RCA WHIRLPOOL distributor!

ONES WHO CAN SELL...

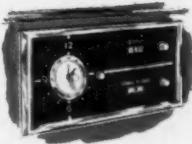


GAS
RANGES
FEATURING...

built-in Bar-B-Kewer meat oven... "2-Set" automatic clock... automatic baster... exclusive Ka-Bob. No other ranges have all the features... all the profit opportunities of these all-new 30", 36" and 40" RCA WHIRLPOOL gas ranges.



exclusive Automatic Ka-Bob cooks 5 shish-kabobs to delicious perfection.



easy-to-use "2-Set" Automatic Clock times the oven and 1 appliance outlet.



thermostatically Controlled Burner ends food scorching and boilovers.



Whirlpool HOME APPLIANCES

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!... it's easier to sell RCA WHIRLPOOL than sell against it!

MORT FARR SAYS: It's Time For Dealers To Become Lobbyists

FOR some years now, I have represented NARDA in its legislative activities in Washington, and have participated in some of the activities which have benefited appliance dealers such as the abolition of Regulation W, reduction in excise taxes on some of the appliances we sell, as well as preventing more and higher ones being imposed. We have participated in promulgating rules for our industry before the Federal Trade Commission—we have cooperated in curbing some of the abuses of builder sales and we have represented the Industry before the FCC on a number of occasions including the recent hearings on toll television.

IS ANYBODY INTERESTED?

It was on such a trip to Washington recently, that I was impressed by the need for more intensive interest and action on the part of business men in affairs of our government. I spent a day talking to members of Congress, and in these informal chats I became convinced that some of our ablest representatives, men on both sides of the political fence, are becoming discouraged with the support received from the business community.

WHAT CAN A RETAILER DO?

First, he should take an interest in, and participate and contribute to these organizations that are established in his interest. Locally, he should support his merchants association or chamber of commerce. He should participate in civic affairs. This will not only help these organizations but will make him contacts that will help him in his business. He should also belong to, or if there is none, start a local appliance dealers association, where he can get to know his competitors and help solve local problems. He will find that the other dealer is not the villain he thought he was, and in working together he will learn that *all* of us know more than any one of us. The dealer should also belong to NARDA and help support such other national associations as the U.S. Chamber of Commerce, the American Retail Federation and the National Foundation for Consumer Credit—all of which are doing such a creditable job of education and lobbying for the things that benefit us as retailers. The members of the business community must shed their aversion to participation in political affairs. There will be a need for some few laws to help us, but our main interest will be in the many being pro-



Mort Farr, Upper Darby, Pa., dealer

posed that will affect our profits and our lives.

We might advocate a Sunday closing law that would give those people who respect the Sabbath and want their employees to have the proper day off an equal opportunity with those who have no respect for such principles.

We should support our "right to work" laws that give workers a free choice in the organizations they wish to join just as you and I have that free choice.

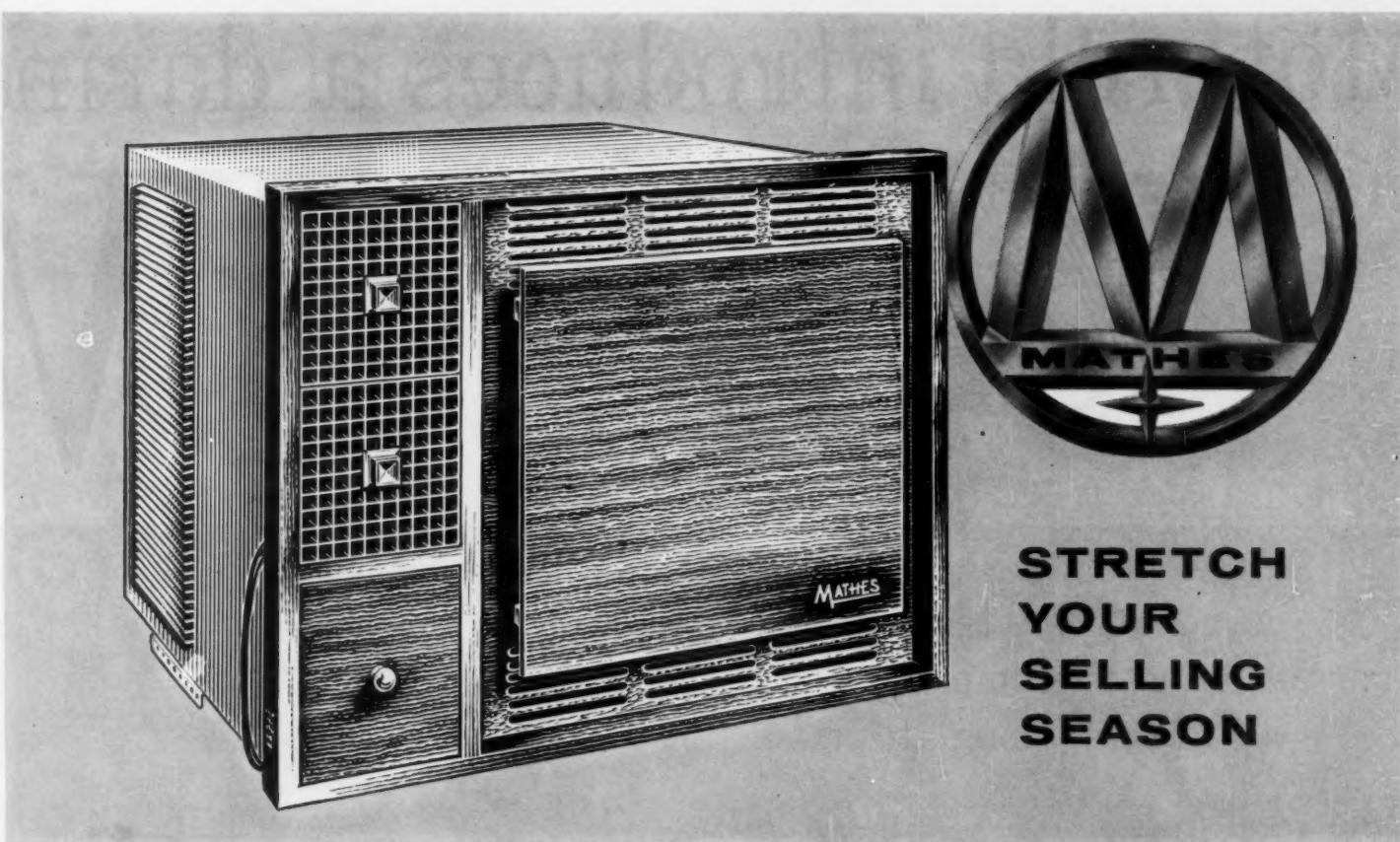
There are several bills under consideration that are in the interest of the small businessman that we should study and consider, such as the Jenkins Keough Bill (H.R. 9-10) which would permit an employer to set up a pension plan for himself with up to 10 percent of his self-employed income being permitted as a tax deduction for federal income tax purposes. This bill has some very favorable provisions which give an employer the same privilege now granted to corporate and other employees. There is also under consideration the Ikard Bill (H.R. 11258) which would make it easier for small business to acquire capital. It provides that any business, incorporated or unincorporated, would be allowed to deduct from net income for tax purposes an amount equal to the additional aggregate investment in depreciable assets, inventories and open accounts receivable during the taxable year, but not to exceed 20 percent of such income, or \$30,000, whichever is greater. This bill also has favorable treatment of the state taxes for small business.

OPPOSE AS WELL AS PROPOSE

We may find that we may have to make our opposition felt to such proposals as national minimum wage laws. Most of us already pay more than the \$1.00 minimum, but we should not allow the federal government to exercise such broad authority over what at most should be governed by the states, depending on local conditions. We may have to let ourselves really be heard on Social Security laws. We are already operating this at a deficit and with the increased benefits being planned by unions and some government people, it has been predicted that, by 1970, Social Security taxes will approach 25 percent of payroll. This burden would increase the cost of all commodities and would add momentum to the inflationary spiral. This is also true of unemployment compensation which is entirely paid for by the employer. If present trends towards higher benefits and longer periods of payment continues, it is not inconceivable that it would cost at least another 10 percent of annual payroll. We must be alert to local and national attempts to regulate credit and finance charges. Our installment people and our bankers are experienced enough to know when to be lenient and when to put on the brakes in extending credit. If it becomes a government function it is too inflexible and takes too long to change to be effective. Likewise, those states which have laws regulating service charges on accounts are finding the laws complex, hard to live with, and, in many instances, restrain installment buying. We should be letting ourselves be heard about the drastic advances proposed in parcel post and mail rates. Our direct mail cost will be out of all proportion under the new rate.

NEEDED: TAX REFORM

In the field of taxation, every American should be interested, but particularly, we retailers. First, we should bear in mind that we need tax reform, not a temporary tax reduction. A cut in income taxes will not help our business and will only postpone the debt and add to inflationary forces. We need to let it be known that the government should cut down its expenses and cut its budget, just as we have had to do in our businesses. We should, however, be doing everything we can to eliminate excise taxes. They were imposed in times of scarcities to deliberately conserve materials by cutting down on purchases. They should now be removed.



**STRETCH
YOUR
SELLING
SEASON**

**MATHES SUMMER-WINTER HEAT PUMP
ROOM AIR CONDITIONERS
give you these exclusive selling features**

more cooling capacity

Greater coil surface area — larger fan. Two reasons why Mathes provides more BTU/hr. cooling capacity per dollar cost than any other Heat Pump Room Air Conditioner on today's market.

high heating capacity

Mathes powerful Heat Pump keeps rooms warm and livable even when outdoor temperatures are low. Defrosts automatically *without pumping cold air into the room*.

fine furniture styling

Only Mathes gives you the big sales plus of "Decorator's Choice" hardwood cabinets. Luxuriously designed in 5 hand-rubbed finishes . . . Walnut, Mahogany, Blond Oak, Honey Maple and Tropical.

MATHES MEANS MORE MONEY FOR YOU

You'll sell Room Air Conditioners year 'round when you feature the Summer-Winter Heat Pump by Mathes. You'll make more profits, too, with the new Mathes sales program.

Get your share of the big new sales potential created by Mathes Heat Pump Room Air Conditioners. Get the facts now on the Mathes Heat Pump line and the profit opportunities Mathes offers to aggressive retailers.

Write, wire or phone, NOW!



The **MATHES** Company
Division of Glen Alden Corporation
1501 East Broadway • Fort Worth, Texas

- Five Heat Pump models — 1 HP to 2½ HP.
- Highest BTU capacity — up to 23,500 BTU/hr. cooling capacity, 23,300 BTU/hr. heating capacity.
- Custom hardwood cabinets — Mahogany — Blond Oak — Walnut — Honey Maple — Tropical

Motorola introduces a daring

THE *FiberJet* TV

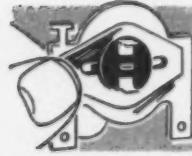
An exciting new concept in TV design
... combined with new high-fashioned
accessory bases—complements any room setting.
Light enough to travel, too.

It's so practical! FiberJet's contour-shaped cabinet is made of the same rugged fiber glass as sports car bodies, boats, luggage and other equipment designed to take hard use. (It's made of the same type fiber glass cabinet as Motorola® Portable Phonos, introduced last fall.)

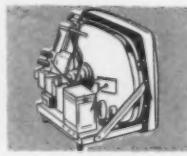
New Performance. New Reliability. New Compact Design. TV with '59 advances that weren't to be released until next year!



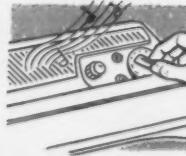
Cabinet completely finished... even the back. Looks good all around.



Exclusive **Tube Sentry** Protection ends warm-up power surge... triples TV life expectancy... is engineered to end 3 out of 4 service calls. **Only Motorola** has Tube Sentry.



Specially tested and proved 110° Aluminized Picture Tube. Matched to Motorola's new advanced TV Chassis. Extra stepped-up power gives a clear and undistorted picture.



Right-Up-Front Controls let you tune the set while you watch the screen. **Sound-Out-Front**. Full-bodied sound is directed toward the viewer, instead of toward the sides.



Famous **Magic Mast Antenna** is fitted right into cabinet. Outperforms all other built-in antennas. **Contour Handles** on sides make set easier to move from room to room.

Improved Power-M Chassis • 4-Wafer Cascode Tuner • 20,000-Volt Picture Power • Special molded back • Large Golden Voice® Speaker
New audio circuit • Touchbutton On-Off • Pilot light

You can retail FiberJet for only \$229.95*

Choice of 3 colors: Brown, Gray, and Blond. Bases optional, extra.

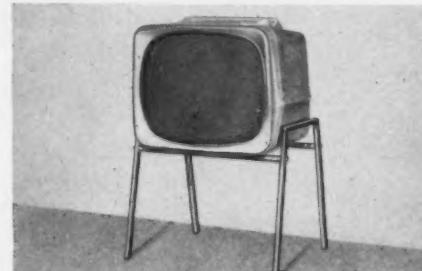
*Price and specifications subject to change without notice. Slightly higher South and West.



TRADITIONAL-STYLE BASE. Slim furniture styling in handsome Walnut finish. With attractive grille cloth and self-leveling tapered metal-tip legs.



BEAUTIFUL BENCH-TYPE BASE. In rich Walnut finish. With satin nickel-finish metal legs and bench trim. Luxurious grille cloth treatment.



CONTEMPORARY-STYLE BASE. In rugged, modern design of $\frac{3}{4}$ -inch-square metal tubing. Finished to match color of TV cabinet. Ideal for game room.

HURRY!

See your Motorola distributor for the special introductory promotional program. He's got a deal that lets you sell the FiberJet as a Consolette ensemble at a "sweet" profit margin. Use it to "perk up" your spring and summer TV sales.

new achievement in television in fiber glass



MOTOROLA FiberJet Model 21P1—21" over-all diagonal picture tube, 263 sq. in. viewing area, shown on rich-looking Danish Modern Base. Walnut finish. Matches handsomely in tone and shape FiberJet's cabinet. Gleaming satin-finish leg tips at both ends of base add extra feel of luxury.

More to enjoy means more to sell from



MOTOROLA

World's Largest Exclusive Electronics Manufacturer

See the FiberJet and other new Motorola ideas in Space 1170, Merchandise Mart during Summer Market

Announcing...6 new washers and dryers...

LOW PRICED...

TO GET MORE TRAFFIC FOR YOU!

New
wash-rinse
selector

2 separate
washing
cycles



2 NEW WASHERS...EACH IN EITHER 29" OR 24" SIZE

Models No. EA-21, EA-16...29" Washers

These terrific, new RCA WHIRLPOOL washers will give you a very effective sales program for volume selling of full-size washers . . . let you "step-up" feature-by-feature to greater profits . . . and provide powerful traffic-builders in your ads . . . in your windows.

Models No. EA-11, EA-5...24" Washers

Here's the most profitable answer for you and your customers who desire a space-saving washer. Two, new, terrific 24-inch models . . . one a sensational, traffic-building, low-priced model plus an outstanding model with top-of-the-line features and styling never before offered in a compact washer.

Get the full, profitable story from your RCA WHIRLPOOL distributor!

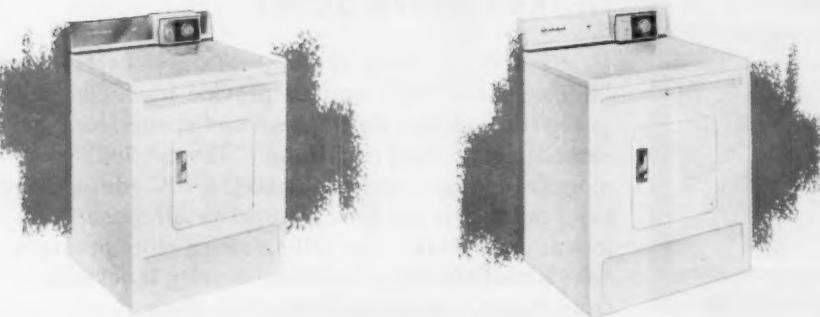
TOP FEATURES

TO GET BIGGER VOLUME SALES FOR YOU!



Whirlpool WASHERS and DRYERS

Never before have all these top quality features been offered in this popular-priced bracket! In the washer you'll find...2-cycle washing...5-temp wash-rinse selector...thrifty Suds-Miser®...full-time lint filter. And, in the dryer, you'll see...2 drying cycles, one for wrinkle-free drying of Wash 'n Wears...5-temp heat selector...automatic door shutoff...and many more!



2 NEW DRYERS (Both in Gas or Electric)

ED-26 Gas, ED-21 Electric

This new RCA WHIRLPOOL dryer has all the selling features women want: wrinkle-free, 2-cycle drying . . . infinite drying heat . . . big 20-lb. wet-clothes capacity . . . single-dial Guide-Lite* control . . . plus many others.

ED-25 Gas, ED-20 Electric

Another terrific RCA WHIRLPOOL automatic dryer that's priced to get you more traffic and volume sales. It's a big 20-lb. capacity unit . . . a great merchandiser, packed with quality features you can sell.

REALISTIC LOW-END
PRICING WITH
FULL-MARGIN PROFIT!

SEE YOUR
RCA WHIRLPOOL
DISTRIBUTOR

RCA WHIRLPOOL Home Appliances
Products of WHIRLPOOL CORPORATION
St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner
Radio Corporation of America

*Tmks.

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

ANOTHER GREAT GAS RANGE FIRST FROM ROPER!



TOP-OF-RANGE ROTISSEURIE, VERTICAL BROILER AND GRIDDLE



WRITE TODAY FOR
FULL INFORMATION

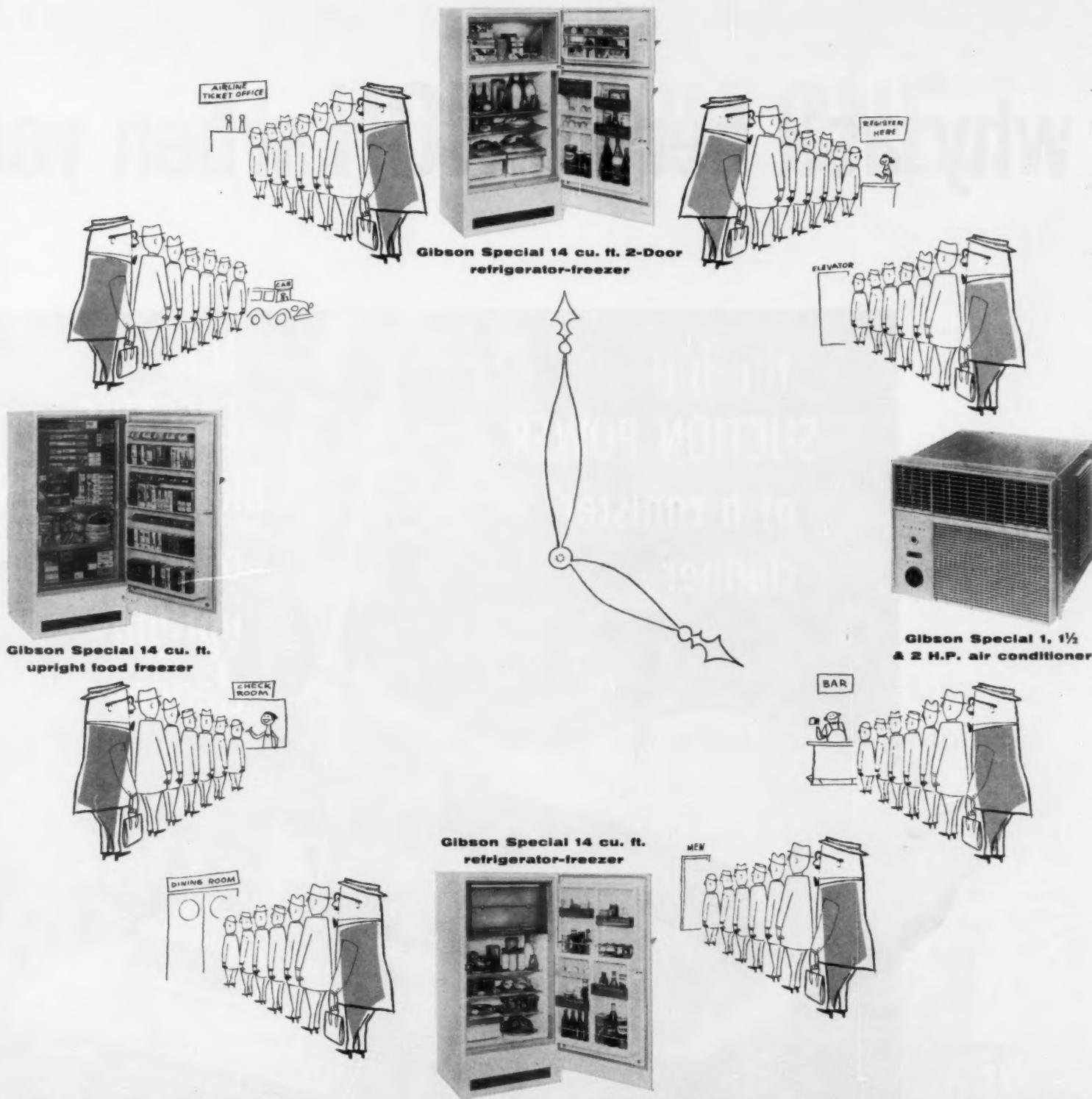


ROPER

"America's Finest
GAS Range" . . .
Now
Finer than ever!

GEO. D. ROPER CORP., KANKAKEE, ILLINOIS

OTHER ROPER ADVANCES TO HELP YOU SELL: "Tem-Trol" Automatic Top Burner • "Circle-Simmer" Speed Top Burner • King-size 20" oven • "Insta-Matic" Oven Guardian • "Insta-Lite" automatic lighting • and many more



No time like the present to get the money-making details on the fastest-selling, lowest-priced 14 cu. ft. 2-door on the refrigerator market (shown at 12 o'clock). The time to make money on air conditioners is here, and so are Gibson's new specials (shown at 3 o'clock). 1, 1½ and 2 H.P. models all priced for volume selling at a profit. Isn't it time you cashed in on the booming market for 14 cu. ft. refrigerators? The Gibson special (shown at 6 o'clock) is a lot of refrigerator for the money. Once upon a time dealers dreamed of the day they'd be able to offer a quality upright freezer (shown at 9 o'clock) at the downright competitive price of a Gibson.

We'd like to meet you at Market Time. But if you can't get to market, be sure to ask your Gibson Distributor about these modern best sellers.

now is the best time to see

• MERCANDISE MART SPACE 11-102 •

Gibson
© Gibson Refrigerator Company—Greenville, Michigan—Division of HUPP Corp.

why ask her **WHICH** when you



the full
SUCTION POWER
of a canister
cleaner

the
ELECTRIC
BRUSH POWER
of an
upright
cleaner

It's a completely new line of vacuum cleaners with a powerful merchandising name! You get a special, competitive model for every price bracket . . . the luxurious Imperial Mark XII model with electric motor-driven brush for top-market, top-profit sales . . . the Imperial model for fast-moving, profitable middle-market selling . . . and the amazingly low-priced, high-volume Bambi model.



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Get the full, profitable story from your RCA WHIRLPOOL distributor!

can sell her BOTH IN ONE...



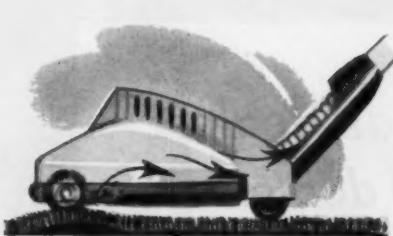
Whirlpool HOME CLEANING SYSTEM

is the **FIRST** really different home cleaner on the market...**FIRST** to combine the full **SUCTION POWER** for above-the-floor cleaning of a canister type with the on-the-floor **ELECTRIC BRUSH ACTION** of an upright...**FIRST** with built-in, concealed tool storage...**FIRST** with sleek and low styling...and **FIRST** to combine the roll-ability of big casters with the carrying and storing ease of truly compact, lightweight design!



Sweeps out embedded dirt

The motor-powered brush vigorously, yet safely, flexes even deepest-nap carpets to get out embedded dirt and to groom carpet fibers.



Pulls out deep-down dirt

Full suction power draws carpet up to facilitate brushing action as it pulls out deep-down dirt, loosened dirt and surface litter.



Goes where uprights can't

Only 4" high, the electric motor-powered nozzle glides under furniture. The wand lowers so nozzle will reach the most inaccessible corner.

RCA WHIRLPOOL Home Appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

“...work with the dealer like a well-knit team”

says **J. M. BROWN**, Pres. and Gen'l. Mgr.,
Radio Sales Corp., Chattanooga, Tenn.

“In our 20 years in the appliance business we have seen a lot of dealers helped tremendously by the experience and know-how of outside firms. Our dealers' relations with COMMERCIAL CREDIT are typical. The local COMMERCIAL CREDIT men work with the dealer like a well-knit team. They know the importance of fast credit approvals and efficient, courteous collection service. They minimize paper work and have the flexibility to adjust to unusual situations. And when you work with COMMERCIAL CREDIT you get the benefit of their nationwide experience plus complete financing—wholesale and retail—from one convenient source.”



Commercial Credit dealers are successful dealers

Write or call the nearest Commercial Credit Corporation office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

Today, the market for half a dozen of the industry's best-selling products is primarily a replacement market.

That's why, depending on their point of view, dealers today face either a bigger opportunity or a more serious problem in handling trade-ins than ever before.

To help the dealer who has not yet capitalized on this market . . . and who wonders what he can do about it . . . ELECTRICAL MERCHANDISING has talked to dozens of retailers who are successfully handling trade-ins. Their answers to a half dozen basic questions about this market are summarized on the following pages. Read them and you, too, will find that . . .

There's MONEY In Trade-Ins

MORE ▶

THERE'S

MONEY

IN TRADE-INS CONTINUED

THERE are lots of reasons for handling trade-ins. But the best—and certainly the most compelling—is simply that there's money in reconditioned merchandise.

Talk to Al Winston, owner of Winston Appliances in Irving, Texas. Fifty percent of his volume and 60 percent of his gross profits come from reconditioned merchandise. The profit picture in used merchandise is so good, as a matter of fact, that Winston has stopped carrying low-margin, low-end new appliances and concentrates instead on the more expensive new merchandise—and on trade-ins.

In Belmont, Calif., Joe Boudreau, owner of Belco Appliances, says the trade-ins account for 10 percent of his gross volume but 25 percent of store's net profit.

At Griffith's Appliances in Albuquerque, N. M., reconditioned appliances account for 15 percent of all net profits. In Patchogue, Long Island, Andy Ruttke of Patchogue Electric says that in the peak summer season trades run as high as 10 percent of total sales. Gulf Hardware in Beaumont, Texas, does even better—20 percent of the store's net profit comes from reconditioned appliances. In Redwood City, Calif., Davies Appliances finds that 33 percent of its gross profits are in reconditioned appliances.

Even for the exclusive TV dealer, trades can spell sizable volume. At Allied-Paramount in San Jose, Calif., owner Al Limberatos estimates that used sets provide about 10 percent of monthly volume.

How important trades can be to an appliance dealer is abundantly clear at Pledger & Rainey in Tyler, Tex. The firm does a third of its volume in used appliances and

grosses about 80 percent on this merchandise. Despite the fact that grosses on new merchandise run as low as 18 to 20 percent, the firm's overall gross is close to 30 percent, thanks to the return he gets on trade-ins.

And in Birmingham, Ala., Vinyard's Maytag Sales & Service sold 200 used automatic washers last year; this amounted to a gross of \$25,000 and a profit (after allowances, reworking, delivery and installation) of over \$6,000.

Money is not, of course, the only reason many of these dealers handle trade-ins. For many of them, being able to handle trades gives them a competitive edge in their markets.

"When you're sure you can dispose of used TV at least at the break even point you have a big advantage on the sales floor," says Al Limberatos of Allied-Paramount, San Jose, Calif. "You can trade a little better—enough to get the sale—when you know you're not going to have all your profit tied up in a pile of dusty old sets in the back room."

Limberatos has still another reason for handling used TV. He has found that "if you merchandise your used TV you help your sale of new sets a lot, too. We convert 10 percent of used TV prospects to new TV."

Perhaps the most timely reason for concentrating on trade-ins is offered by Belco Appliances' Joe Boudreau who feels that "used appliances (and service) are the recession-proof parts of a dealer's business." Cuts in employment or overtime always bring a demand for used merchandise, says Boudreau, and the dealer equipped to sell reconditioned merchandise can make up anything he may lose in new appliance volume during such periods.

How Can I Control Allowances on Trade-ins?

Here are the systems six dealers have found useful.

IDEA #1: To obtain resalable refrigerators at a profitable price, Modern Appliance Co. in Nashville advertises predetermined allowances. These allowances vary by the age of the appliances and can be applied toward a specific new appliance. For example, the new product featured may be a two-door, high-margin model from Frigidaire's Imperial series. This is advertised at a "regular price" of \$539.95. But it is offered in the ad (with nothing down) on these terms: \$299.95 with any trade one to four years old; \$339.95 with four to seven year-old trades; \$369.95 with those from seven to twenty years old; and \$399.95 with those over twenty years.

IDEA #2: In Salinas, Calif., Kane & Zech try to keep allowances to a maximum of 10 percent of the list price of the new appliances. If a unit carries a built-in trade, the store will go as high as the amount of the built-in plus 10 percent.



PRE-DETERMINED ALLOWANCES are expressed in terms of the net price of the new refrigerators in advertising by Modern Appliance Co., Nashville. These prices vary according to age of old refrigerator; trade-in would fall in one of categories advertised.

And if a particular appliance has a known resale value the firm will go above this 10 percent maximum. This happens fairly frequently since the store specializes in colored appliances and many

white refrigerators and ranges in excellent condition are traded-in on this merchandise.

IDEA #3: At Griffith's in Albuquerque, the allowance depends on two factors: what it will take to make a new appliance sale and can the store gross at least 28.5 percent exclusive of the trade-in. It's up to the individual salesman to close the sale while aiming for the highest gross profit above that minimum.

IDEA #4: At General Home Service in Memphis, salesmen are instructed to hold allowances to between 10 and 15 percent of the new unit's list. They may, however, go above this level if the trade is a good one or if the new appliance has a particularly good margin.

IDEA #5: At Belco Appliances in Belmont, Calif., the firm figures the minimum amount for which it can sell any particular appliance and make its normal profit, then uses the amount between that minimum and the list or tagged price as trading money. The store doesn't always use the entire sum of trading money but they can if necessary and still realize normal profit on new merchandise. On exceptional trade-ins—usually fairly new refrigerators which are in

heavy demand—they can exceed this trading money if they wish.

IDEA #6: At Kolipinski Bros. in Buffalo, allowances are figured in this manner: an arbitrary percent over actual cost is established, this is subtracted from list and the balance is the store's negotiating trade-in allowance. "It works out to anywhere from \$20 to \$100, regardless of the condition of the old unit," says Leon Kolipinski. "It is clearly a negotiating formula. But it keeps my dollar takes separate—that which I gross on the sale and that grossed on the resold trade."

How Much Can I Afford To Spend On Reconditioning?

Here's the way three dealers have answered that question in their own operations.

IDEA #1: At Winston Appliances in Irving, Texas, owner Al Winston doesn't worry how much he spends in repairing a trade—so long as he feels he can make \$100 above his investment when he comes to sell it. For him the prospective price rather than the specific cost of repairing the unit determines how much he'll put into reconditioning.

IDEA #2: The service department of Belco Appliances in Belmont, Calif., figures how much work will have to be done on a trade-in. Then, owner Joe Boudreau compares that figure with the price he knows he can get for it. If the work required will cost more than 50 percent of the expected sales price, the unit is put on sale "as is" or junked.

IDEA #3: At Griffith's in Albuquerque, only washers are reconditioned. Refrigerators, if in operating condition, are sold for what the store has invested in them. Otherwise they're closed out for \$5. The amount invested in reconditioning a washer depends on what the store thinks it can get for the used merchandise. This price takes into consideration age, condition after repair, and an estimate of how long the appliance will last. Better than half of the conditioned washers return a profit.

How Generous Can I Afford To Be In Guaranteeing Used Appliances?

Here are seven ideas—some conventional, some unique—which dealers have found useful.

IDEA #1: Instead of a guarantee for a fixed period of time, Kane and Zech in Salinas, Calif., guarantee to replace or

give credit for any used appliance after deducting a charge of \$10 per month for each month that the appliance has worked successfully. Thus, on a \$100 refrigerator which quits after the third month, the store would replace it with a \$100 value unit with a charge of \$30 to the customer—\$10 for each of the three months it was in use. Or, the customer could use a credit of \$70 toward the purchase of any new or used appliance the store carries.

IDEA #2: Only trade-ins which can be guaranteed are put up for resale at Pledger & Rainey's in Tyler, Tex. The guarantee depends on resale price. If the unit brings \$100 it is guaranteed for a year if it is a wringer washer and for six months if it is an automatic. The lower the price, the shorter the guarantee.

IDEA #3: At Cooper TV & Appliance Service in Tarrant City, Ala., used TV sets are split into two groups. Those which resell for over \$70 carry an unconditional 30-day guarantee on parts and labor and full exchange privileges for an additional 60 days. Thus, the full price of the used set may be applied against a new set within 90 days. In cases involving especially good used sets, however, the firm will give a straight 90-day parts and labor guarantee with no exchange agreement; this is designed to prevent the set coming back and spoiling an unusually long profit margin. Sets selling under \$70 do not carry a parts or labor warranty but can be exchanged for a new set within 30 days.

IDEA #4: At Gulf Hardware in Beaumont, Tex., used appliances carry a 60-day guarantee which has only one limitation: if repairs cost too much, the store can give the customer an exchange or apply the amount paid on the used appliance toward a new one.

IDEA #5: General Home Service in Memphis, Tenn., warranties all but its lowest priced used appliances for 90 days, parts and labor. In the case of repossessions, the balance of the factory warranty is given.

IDEA #6: Belco Appliances in Belmont, Calif., has three guarantees for three groups of used appliances. Reconditioned pieces carry a 90 day guarantee; "cleaned-up" appliances a 30 day warranty; "as is" appliances are sold with neither guarantee nor delivery.

IDEA #7: At Allied Paramount in San Jose, California, the top-priced used TV sets carry a 90-day parts warranty, a one year guarantee on picture tubes and 30 days of free service. On medium priced sets the purchaser has his choice of 90 days on parts with a regular charge for labor, or a 50-50 arrangement on parts and labor for 90 days. Lowest-priced sets are sold "as is".

How Can I Pay My Salesmen For Selling Reconditioned Appliances?

Here's how three dealers have solved the recurrent problem of compensation.

IDEA #1: Salesmen for Allied-Paramount in San Jose, Calif. work on a draw toward commission on new merchandise, receive the same percentage on a used set as a new one. But when the store wants to balance its inventory of used TV, spiffs are put on particular units. This works better than an increase in commissions, say partners Al Limberatos and George Akers, because the spiffs control the salesman right down to individual sets. If the inventory of 17-inch sets is high, spiffs go on these while 21-inch sets stay at their regular commission level.

IDEA #2: At Griffith's Appliances in Albuquerque, N. M., salesmen operate on a commission basis for new as well as used appliances. However, an extra two percent is given for used merchandise as an incentive for the men to quickly recover full profit on the new appliance sale.

IDEA #3: At Vinyard's Maytag Sales and Service in Birmingham, Ala., salesmen get 25 percent of the gross after cost of reconditioning is deducted.



Extra two percent in commission is paid salesmen for Griffith's in Albuquerque to encourage them to move old appliance in a hurry so that full profit on new appliance can be realized.

MORE ▶

THERE'S

MONEY

IN TRADE-INS CONTINUED

How Do I Develop A Market For Reconditioned Appliances?

**There are lots of methods—here
are five which these dealers
have found especially useful.**

IDEA #1: Allied-Paramount in San Jose, Calif., uses a three-pronged advertising approach to move its used TV sets. First, the firm makes consistent use of classified ads because the owners feel that people looking for a used appliance turn first to these ads to see what private parties are offering. When they see the "guaranteed" Allied-Paramount offerings the store has a good chance of catching their interest. The store also inserts mention of used TV sets in all display advertising. This can be as simple as a line reading "guaranteed used TV as low as \$39." Finally, the store advertises periodic clearance sales of used sets in a local shopping news. Sometimes these are offered in four price groups—\$85, \$65, \$45, and \$9.95. At other times the store lists every set in stock with individual prices on each.

IDEA #2: Shell's City is a big supermarket operation in Miami. The firm has solved its trade-in problem by letting a second-hand dealer handle this merchandise. This dealer junks some, reconditions the rest and then puts them on sale. After a unit has been sold, the dealer deducts his reconditioning cost and splits the remaining gross down the middle with Shell's City. This gross averages \$40 (excluding junkers), so Shell's City picks up \$20 on each deal. Although title to all merchandise remains with Shell's City, the second-hand dealer makes deliveries and handles warranties. Thus Shell's City's isolation from the transaction is complete. When the supermarket's trucker delivers a new appliance he returns the old unit directly to the second-hand dealer.

IDEA #3: Vinyard's Maytag Sales and Service in Birmingham not only sold 200 reconditioned automatic washers last year but also has about 50 such appliances out on rental at \$6 a month. There's an initial installation charge of \$10 or \$16 depending on complexity of the work. Rental customers must agree to keep units a minimum of three months. Leads come from a single classified ad which runs almost continuously. Vinyard services the rentals, finds they re-

quire two calls (at \$5 apiece) per year, a nominal enough investment in light of the fact that some units have stayed out long enough to bring in over \$200.

IDEA #4: Patchogue Electric is located in the heart of Long Island's Suffolk county whose population swells by 50,000 each summer when city-dwellers move out to vacation homes in the area. The firm finds that these summer-residents are a prime market for reconditioned appliances and the firm has found that an aggressive trade-in policy pays off. Recently the store purchased 75 refrigerators for \$20 each from a New York housing development which was installing new units. These were cleaned up and sold for \$69 each.

IDEA #5: A vital aspect of the trade-in program at Kane and Zech in Salinas, Calif., is the fact that all used merchandise is the responsibility of a single man. If everyone is responsible, say the store's owners, everyone will think someone else is doing it, and used merchandise will pile up. At Kane and Zech sales manager John Barker sees to it that each trade-in keeps moving through the shop and onto the floor. The man in charge must believe in the merchandise he's selling and reflect that confidence to the prospect.



Shell's City is a mammoth supermarket operation in Miami but none of the several hundred trades the store accepts each year find their way into the glamorous setting above. Instead, they're delivered to a second hand dealer, right, who reconditions them, sells them, and handles warranties. Shell's City retains title until the unit is sold, splits the gross after reconditioning, but is otherwise completely divorced from the trade-in business.



Ready market for old appliances taken in trade by Patchogue Electric is found among summer residents who buy reconditioned units for their vacation homes.

What's The Best Way For Me To Display Reconditioned Appliances?

Different dealers have different solutions. Here's how six of them have approached the problem.

Elevated stand in parking space in front of store of Pledger & Rainey in Tyler, Texas, has proven to be particularly effective. This stand not only attracts interest of passers-by but identifies store with availability of used merchandise.



A separate store for reconditioned merchandise is maintained by Gulf Hardware, Beaumont, Tex., because management thinks it's "foolish" to put used appliances on display in high rent location. Manager handles store and repair work Gulf does on trade-ins. He receives salary plus a percentage of gross.



Display lot beside store of Belco Appliances, Belmont, Calif., draws prospects for used appliances from as far as 30 miles north and south. That's because eye-catching display faces busy commuter railroad to San Francisco and also fronts on El Camino Real, heavily traveled arterial highway.



Separate area on second floor of store is used by Allied-Paramount in San Jose, Calif., for its display of used TV sets. Display should be accessible, clean, operating—and that's all, say store owners. People shopping for trades are looking for bargain and they'll be satisfied without expensive setting.

MORE ▶

A separate store for reconditioned merchandise tends to "upgrade" the old appliance and prevents prospects from becoming dissatisfied with the old unit after they spot a brand new appliance. That's why Kane and Zech in Salinas, Calif., maintain a small store for trade-ins near their main outlet.



Outside display with little effort at maintaining order works for Winston Appliances in Irving, Texas. Whole purpose of such a seemingly disordered display is to let passers-by know that the store carries a wide variety of used goods.



THERE'S

MONEY

IN TRADE-INS

CONTINUED

Looking for something different as far as trade-ins are concerned?

Here's a variety of unusual ideas you might find useful in your operation



Mullins Supply in Clanton, Ala.

See Idea #4



Vinyard Maytag in Birmingham, Ala.

See Idea #5



Davies Appliance in Redwood City, Calif.

See Idea #6

IDEA #1: A "customer's" copy of the service department's reconditioning record is taped to the back of used TV sets on the floor of Wenger's in Portland, Ore. Here's what happens: (1) the work order overcomes suspicions by customers who wonder "why did someone trade it in"—the work order spells out in detail what was wrong and provides a guarantee for the new customer; (2) the work order justifies the price tag—when a customer questions the price he is told that the set has been fully reconditioned, and the salesman can specify what work has been done on the set; and (3) the records help the store when making allowances for old sets—if the customer balks at the allowance he can be shown work records on similar sets.

IDEA #2: Cooper TV & Appliance Service Co. in Tarrant City, Ala., has solved the problem of refinishing marred steel cabinets and badly scratched wooden ones on used TV sets by spraying them with a "three-dimensional" finish in which particles of colored lacquer are suspended. Available in nine colors, the Sherwin-Williams "Multi-Color" paint produces a striking, grainy finish that's highly scratch-resistant.

IDEA #3: Allied-Paramount in San Jose has developed a simple means of handling used TV on its books. At the end of the month, income from sales of used TV is added to the gross profit from the sale of new sets. From this total is subtracted the amount allowed during the month for trade-ins. The cost of parts used in reconditioning is charged to the sales department. The labor for reconditioning is not charged since used TV work is used as filler by the firm's large service department when there is a lag in paid service or warranty work.

IDEA #4: Repainted in color, trade-ins move right off the floor of Mullins Supply in Clanton, Ala. The store discovered this trick three years ago when a unit which hadn't moved in white at \$40 was painted brown and sold quickly for \$100. The store used G-E mix or match colors, keeps one model in each of the five colors on display at all times. The cost to the store is \$5 a unit.

IDEA #5: Water-savers are added to automatics less than four years old when they're reconditioned by Vinyard's Maytag Sales & Service in Birmingham, Ala. It costs the store \$20 to do this but adds at least that much to the resale value and makes it move faster.

IDEA #6: Buying from Sears' customers is the way Davies Appliances in Redwood City, Calif., maintains a stock of desirable used appliances. Even though the store loses the original sale (to Sear's, or a distributor or discounter) it can turn a profit by buying and reselling the old appliance. Store takes only the age, model and brand it wants and buys only when the price is right. *End*



From One TV Brand and Good Service . . . A BIG FAT NET

Wilbur Chalmers grosses only \$85,000 a year in Tupper Lake, N.Y., but by sticking to one TV-radio line and making his service operation a model of efficiency he nets more than many dealers with twice the volume

A LOT of dealers are still debating the merits of single-line retailing. As many others wonder if they should slide out of service, which has for some become a serious drain on profits.

One dealer in the remote reaches of New York's Adirondacks has resolved both dilemmas. He is Wilbur Chalmers, who runs Chalmers' Radio and Service, 54 Park St., in Tupper Lake, N.Y., a community which provides some 7,000 families as a basic market.

Chalmers quietly insists "Service is the secret of my success." But he also readily admits there is a corollary to this. "However, I stick to one line—Zenith. And there's a fundamental reason for it. When your business depends on service, you see, you can only carry one line and the parts and accessories for it. Otherwise you can't sell and service profitably."

Chalmers' last year's volume ran to \$85,000, not fantastic by hundred-thousand dollar metropolitan standards. But he grossed over \$25,000 on this total, and wound up with a net profit of \$11,668.29, or 13.6 percent. By any standards, metropolitan, rural, or otherwise, this is a substantial return. It may not represent a spectacular business, but it represents one glowing with health and vitality.

In this modest business package, this is how various departments stack up as percentages of the total: television—50 percent; hi-fi and phonographs—15 percent; radios—5 percent; records—10 percent; and service—20 percent.

Be Prepared

Since 1932 Chalmers has been making service the bedrock of his selling. Today his service operation is a model of stream-

lined efficiency, in which the motto "Be prepared for any service contingency" fairly screams from his spotless, well-stocked shop and his storage areas.

This dealer has a radio tube inventory which runs to \$3,000, or double that carried by the average dealer (EM Sept. '57, p. 93). In addition, Chalmers actually stocks about 57 picture tubes, representing another \$1,500 in service department product.

As to modern equipment, Chalmers doesn't stint on that, either. He has four tube checkers, and one portable and one shop picture checker. His one full-time serviceman, Roy Brown, is supplemented in emergencies by two part-time aerial men. The extra equipment units make it possible for Chalmers to pitch in on service, if necessary, provide same-day service in a 25-mile radius—all without holding up calls for want of equipment. Regular routing of calls to the field, at 10 am and 3 pm, takes care of the 800 service accounts Chalmers has amassed. From his calls, which he estimates range from \$4 to \$32.50 to the customer, Chalmers claims he grosses 50 percent.

Made Opportunities

The sparsely settled lake regions of the
(Continued on page 64)

CHALMER'S RADIO & SERVICE PROFIT & LOSS STATEMENT	
Total Sales:	\$85575.37
Beginning Inventory	\$17465.43
Purchases	59579.80
Material & Supplies	444.43
	<hr/>
	\$77489.66
Ending Inventory	17767.03
 Cost of Goods Sold	 59722.63
 Gross Profit	 \$25852.74
 Operating Expenses:	
Wages	\$6089.55
Interest	19.15
Taxes	1171.72
Depreciation	1401.96
Repairs	869.15
Water & Lights	931.77
Fuel	612.54
Insurance	989.07
Advertising	660.85
Telephone	207.53
PP & Express	515.04
Misc.	23.58
Accounting	360.00
Travel Expense	210.95
SS Tax	121.59
	<hr/>
Total Operating Expenses	14184.45
 Net Profit	 \$11668.29

13.6%

6.

6.

**WE FURNISH A
Complete DEMONSTRATION**

when you order your
washer

- 1 Automatic operation
- 2 Partial Loads
- 3 Types of Rinsing
- 4 Washing Action
- 5 Damp Drying
- 6 Delicate Fabrics
- 7 Wash Temperatures
- 8 2 Speed Action
- 9 Porcelain + Baked Finishes
- 10 Vibration + Off Balance
- 11 Hot Water Consumption
- 12 Lubrication

OUR CUT RATE PLAN

1. Automatic Washers
2. Partial Loads
3. Rinsing
4. Washing Action
5. Damp Drying
6. Delicate Fabrics
7. Wash Temperatures
8. 2 Speed Action
9. Porcelain + Baked Finishes
10. Vibration + Off Balance
11. Hot Water Consumption
12. Lubrication

**WE FURNISH A
Complete DEMONSTRATION**

when you order your
Dryer

- 1 Size of Load
- 2 Heat Control
- 3 Fine Fabrics
- 4 Venting
- 5 Economy of Operation
- 6 Porcelain + Baked Finishes
- 7 Drying Time
- 8 Types of Ignition
- 9 Lint Filters
- 10 Wrinkling
- 11 Scorching
- 12 Ease of Cleaning



Old-fashioned selling is practiced at all times by Friedman-Jacobs. Prospects get a complete sales pitch (above) and a demonstration in the store. After sale is closed they get two in-home demos and are serviced by firm's service department.

Super market atmosphere is created by grouping nine lines of washers and dryers (55 models) in a super market-like display. Prospects are given small notebook in which they can jot down preferences while they examine units. After 10 minutes a salesman takes over.

**OLD-FASHIONED SELLING
in a
SUPER MARKET
ATMOSPHERE**



Variety is the key to a successful self-service laundry department. With nine brands (including Kenmore) on display the store can show shoppers any line they want to see, then guide them to brands the store is pushing.

"People like to see all the brands at one time in one place. No matter which line is being promoted heavily, we are the logical place to come. There is no reason for the prospect to shop around—except price, and we feel we can take care of that point in other ways."



has worked so successfully for Friedman-Jacobs of Oakland, Calif., that. . . .

60% Of Their Volume Is In Laundry

By HOWARD J. EMERSON

AN ultra-modern, self-service, laundry super market, backed up by the conservative customer-relations of the pre-war specialty appliance dealer—that approach to washer and dryer selling is making these two appliances account for 60 percent of the \$800,000 annual volume of Friedman-Jacobs, Oakland, Calif. It is producing sales of laundry equipment priced for a 35 percent gross profit and a 6 percent net profit at 1957 volume level.

Partners Morris Friedman and Mark Jacobs seem to have struck a happy medium that: 1) recognizes that part of the marketing evolution that makes the public insist on shopping and buying where there is evidence of "low overhead", "low price", bargain and special; and 2) satisfies the inherent and unchanged demand

for security and satisfaction after the sale.

Fifty-five automatic washers and dryers representing 9 major brands are displayed on the Friedman-Jacobs floor. They are advertised through "cut price style" copy and the store is promoted as a "self service super market".

But—before a sale is closed, a customer must watch a demonstration of the washer or dryer she selects. When the appliance is delivered, she gets another briefing, and within a week she gets a home demonstration by a home economist. Service is an "add on" charge, but F-J maintains four service trucks, four washer-dryer servicemen and has equipped each truck with radio telephone so that the customer can have service the same day she 'phones. Then the partners stick with the customers and the

appliances they sell, maintaining direct mail contact to be sure the washer or dryer is working satisfactorily, finally flooring the customer with an offer of a free post-warranty check-up.

What is behind this marriage of the new and the old in laundry selling techniques? "Motivation study," says Friedman, "—we have tried to understand our customers better, to learn why they buy at one store instead of another, how they prefer to buy, and what brings them back to a dealer for a second purchase."

In the following photostudy, Morris Friedman comments on the store's use of "self service", while the analysis of how the store backs up each sale with customer services carries the commentary of partner Mark Jacobs.

MORE ▶

60% VOLUME IN LAUNDRY

CONTINUED

Firm prices, running about 20 percent off list, are posted on each appliance. Store feels that posted prices let consumer know that everyone gets the same deal. Prospects are given note pad and pencil, then turned loose.

"People have to have a believable reason for low prices—offering them self-selection is our way of making them feel they are getting a special break without losing what really interests them—quality and service. We really do save because we spend less time on 'shoppers'; this is balanced off by spending a lot more time with serious prospects."



After ten minutes of browsing, customers are approached by salesmen. The 'shoppers' disappear when salesman starts lengthy basic story. Serious prospects are steered to units the store is pushing; these are the only units on floor hooked up for live demo.

"Unless the prospects have shown a definite preference we get them to settle down and make a decision from these models. Beside them we have hooked up a deluxe model of a top brand so our customers can compare. We don't want to undersell but we want them to know what they're not getting—and not paying for—when they take the models we suggest."



Serious prospects who can't decide on the spot or admit they want to shop other dealers are given card announcing "annual" sale to be held on a date filled in by salesman (usually about ten days later). Card also is worth \$5 on any purchase.

"We have to get them back to the store. So we make it worth their while. No matter where they go later, or what ads they see, they will know there's a special deal here if they return. About 75 percent of those who take the cards come back and buy."

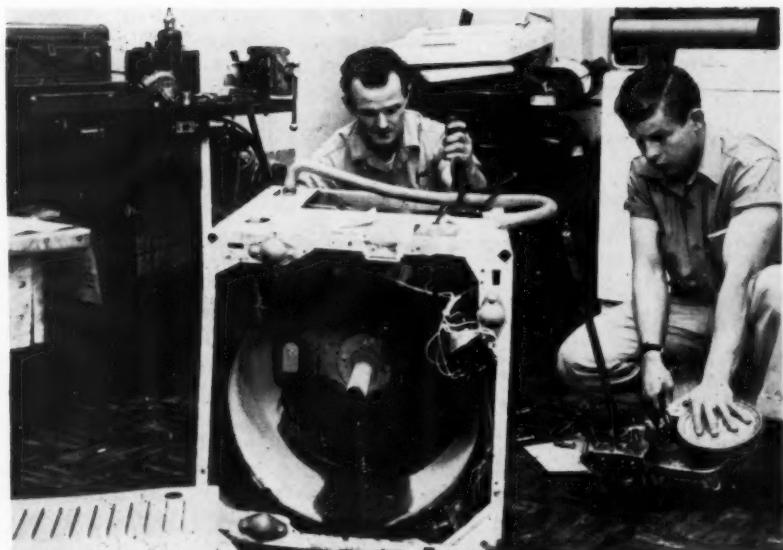
Although add-on charges are shown on store posters, it is not mentioned by salesman until prospects are choosing between models. Because store handles brands for which it is not franchised, it charges \$20 for service on "recommended" brands, \$30 for "non-recommended" units.

"Many prospects belong to buyers' cooperatives and most have at one time or another shopped the two major card discount houses here. At these places all prices are quoted with delivery and service as add-ons. So we find it advantageous to have our prices at net. Used right, these charges can be used as a strong sales story; they give us a lead to tell the story of our service department."



The Store's Post-sale Policy Is Old Fashioned and Simple:

KEEP THE CUSTOMER HAPPY



First and most important link between store and customer is its service organization. To differentiate it from factory service, salesmen stress availability of one-day service when needed; fact that trucks are "radio-controlled" is also emphasized.

"The public wants all the appearances of getting a washer or a dryer as a bargain, they want to feel the dealer's overhead is low, that they're getting their money's worth or more—but when the chips are down people don't want the responsibility for the washer's operation in their hands."



Not one but three demos are given each customer, an unusual arrangement for a "self-service", cut-price store. Besides demo on sales floor, a second is given at time of installation, a third a week later by a home economist.

"We offer a 'free exchange' privilege—the customer has to be satisfied completely or she gets another machine. That's a rather unusual policy for a store that features cut price and self-service. Yet not more than one woman in 50 sales asks for an exchange. The answer is in our emphasis on demonstrations."

A far cry from the "buyer beware" attitude of many cut price stores is a series of four follow-up postcards sent out by Friedman-Jacobs. Leads derived from these cards now account for 55 percent of all laundry sales at the store.

"We've found that this attention through follow-up, even after the warranty, catches people off balance. . . . Actually the offer is so frank and open that people don't take advantage of us. And if they do call, we've set another anchor in holding that customer for the next purchase—and all we've done is obligate ourselves for a visit by the serviceman and minor adjustments."

End

WHIRLPOOL • NORGE • TAPPAN • GENERAL ELECTRIC • GIBSON

Friedman-Jacobs Co.

1821 SAN PABLO AVENUE • OAKLAND, CALIF. • MI. 4-0544

Dear Customer:

I just noticed that your Warranty has expired on the appliance you bought from us last year. However, in case any adjustments are still necessary, we will be glad to come out during the next few weeks without charge.

I want you to know we have really appreciated your business.

Sincerely yours,

Morris Friedman

Occidental • Wedgewood • O'KEEFE & MERRITT • ROPER

EASY • CROSLEY • FRIGIDAIRE • WESTINGHOUSE • PHILCO • THOR • SERV

Place
Stamp
Here

merchandising

No matter what you're selling, it's the IDEA that counts

JEWELRY: Treasure Hunt Involves Town

Last spring nearly 35,000 people turned Danville, Va., upside down—because a dealer had a good idea for merchandising his goods. The whole city could talk of little else than local jeweler, Hodnett & Spear, and the treasure hunt which he sponsored as a promotion.

17-DAY UPROAR. With an idea readily adaptable to an appliance, TV or any home goods store's promotional schedule, this jeweler kept the town in a tizzy for

17 days. With a \$250 watch (list) as the prize, the jeweler sent the town looking for a polaroid picture of the watch.

To maintain interest, the dealer used radio daily to recite jingles that provided clues to the whereabouts of the photo (Sample: "... begin at an intersection, we'll tell you where, a complete circle's degree, a main thoroughfare. . . .") The daily use of clues greatly increased the value of the promotion—it kept up the interest of the people active

in the hunt, it started latecomers, and it drew attention to the dealer and his products for those who had no desire to go treasure hunting.

THE PAY OFF. It kept the town listening until one day they heard: "Joyce Kilmer's poem, more a song, please don't bark up the wrong!" Danville's trees were in jeopardy only a short while until two men broke off a branch and found the picture of the prize.

SEASONAL ITEMS: Outdoor Display Quintuples Sales

Sacrifice of only one parking space has given dealer Vernon Eckblad of Phoenix, Ariz., an outdoor showroom for effective exposure of seasonal items to the patrons of all the stores in his shopping center.

Eckblad's concern, Coast to Coast Hardware, experienced a five times increase in sales of evaporative coolers, and equal increases in sales of hand and power mowers, during the first year that these items were featured in the outdoor, parking lot showroom.

GOODS ON A PEDESTAL. To accom-

plish this, Eckblad took one parking space, that closest to the street and parallel to it, built a display platform 14 by 8 by 3 feet high—the same as the space allotted to one car. The platform was painted in brilliant colors. Not only did it expose Coast to Coast's items to people coming in to park, it hit two very heavily traveled streets—with the displays actually at about motorist's eye level.

PILFERAGE DISCOURAGED. The parking lot showroom is used regularly to feature the more bulky items that the store carries—with seasonal selections of

wheelbarrows, cultivating machines, lawnmowers, rollers, coolers, bicycles, children's wagons, etc. Each item is secured to the platform but in a manner almost unseen to the casual observer. The platform is not covered because of the nature of Phoenix weather, but would be just as effective if used by any other home goods merchant with a roof and full glass panels. High level lighting inside the parking lot showroom could make a display of appliances or furniture the focal point of attention for all entering the parking lot or passing on the street.

COURTESIES: Profits from the Obvious

Sol Gold of Roman Co., Valley Stream, Long Island uses a direct mail idea offering gifts to spur sales in his furniture and appliance store. With an occupant list of 10,000 names Gold's approach is to offer addressees a three-unit sale of bargains.

HOW IT WORKS. Gold uses a "Dear Friend" letter and three detachable coupons labeled "Special Discount Ticket,"

"Friendship Gift Ticket" and "Appreciation Gift Ticket." The items offered may run from a set of ash-trays to a record. Their purpose, to keep old clientele coming back rather than chasing off to shopping centers located nearby. Cost of the promotion, which Gold conducts about six times a year, runs to about \$400.

THE END RESULT. "It works," says Gold. "I've convinced my customers I can

match any bargain they can get elsewhere. And, I bear down heavily on courtesy and service in my selling."

Gold refers to his service department and credit plan. He arranges financing for customers, offering them 90 days without charge, matching department store credit. "Small courtesies," says Gold. "But they work. Customers will drift in after many months and buy because of them."

End

NOW! A BRAND-NEW ATTRACTION

for our Golden Anniversary Days Celebration...

FRIGIDAIRE PRESENTS

Irresistible

"Buy Now" Bargains!

New Models!
New Buy-Appeals!
New Low Prices that
will build traffic in
Frigidaire Dealers' Stores
right across America!

Here is the Frigidaire ringing answer to the demand for greater "BUY NOW" traffic across the nation.

Two new "BUY NOW" bargains that are bombshells in every sense of the word! No ordinary refrigerators, these—but brand-new models of the hottest-selling refrigerators in the 1958 Frigidaire line.

A new "11"—the new Sheer Look beauty of the biggest-selling big refrigerator model in America the past two years.

A new 2-door "12" combination True Freezer-Refrigerator loaded with famous Imperial features, but priced way under any comparable model in history!

And both are priced to sell at a profit!

Add these to all the other sensational elements of the great Golden Anniversary Days Celebration—with new events, new traffic builders week after week—and you'll understand why more retailers than ever before are saying—



Model D-11S-58

Model FD-122-58

FRIGIDAIRE

is on the march



Frigidaire—Built and Backed by General Motors

Last month we showed how a careful analysis of your operating statement can stop profit leaks.

But merely discovering those weak spots is not enough. The big problem is in finding some way to prevent the same thing from happening in the future. The answer is in knowing how to

FOR A PROFIT

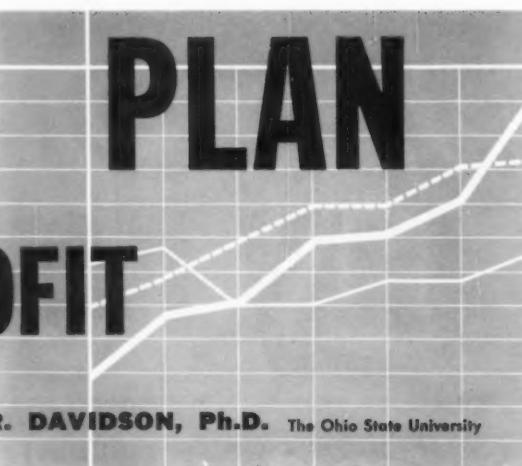
The Second in a Series of Three Articles By WILLIAM R. DAVIDSON, Ph.D. The Ohio State University

HERE discovery of lost profit opportunities will not put "lost profit dollars" in the bank. What the dealer really needs is some definite course of planned action that will serve to control operations in the future.

It is often erroneously assumed that good expense management must involve a reduction in expenses. But the real issue is to determine how operating expense dollars can be spent for more business or for greater profit. Perhaps a better name for sound expense management would be *profitable spending*.

Expenses can and should be cut when it is known that an excessive amount is being spent to provide a given type of service or to produce sales. However, it often happens that some types of expenses must be increased to provide services needed to attract and hold customers.

In order to spend money profitably, a dealer should have an operating expense budget. A budget is nothing more than a spending plan set up to utilize income to best advantage. Such a plan is needed in order to balance planned expenditures in relation to income and a pre-determined net profit goal. It provides the dealer with a charted course of action, against which his actual accomplishments can be carefully measured.



Here's one good way to set up such a budget:

1. Establish an over-all control figure for total expense. This should be based on probable sales volume, attainable gross profit estimates, and a pre-determined net profit goal.
2. Set a control figure for each major expense account. This should be based on the behavior of the specific expense item (i.e., whether fixed or variable) and the need for the type of service which is represented by the item of cost.
3. Adjust the total of individually determined budgeted figures (step #2) to the over-all control figure (step #1).
4. Break down the budgeted amounts for specific items of expense into short time periods (usually a month), to permit comparison of actual with planned expenses during the course of the budget period.

The first three steps are usually worked out on an annual basis, corresponding with the regular accounting period used by the dealer. The last step, which involves details for short time periods, is usually handled only for a quarter or half year. There is not much point to projecting detailed monthly expense controls for more than three to six months in advance because of the difficulty of anticipating conditions that are far ahead.

Here's how one dealer PLANNED FOR A PROFIT

First, he adjusted last year's figures to establish an overall goal

IN the preceding article, it was shown how the manager of University Appliance Co. made a comparative analysis of his operating results. He used operating figures for his own firm for the current and past year, and also operating figures from his trade association, to discover the weaknesses in his profit control.

As a result of this analysis, it was concluded that there was little hope of improving profits through increased gross margins. Possibilities of increasing the

rate of net profit were apparently confined to sound expense management. It was learned that certain items of expense were too high in relation to previous experience or to typical trade ratios. Some of these involved opportunities for expense reduction. These included salesmen's and servicemen's compensation, miscellaneous administrative expense, advertising expense, and light and heat. The programs outlined for each of these expense reduction possibilities were explained in the preceding article.

The results of operations last year for University and for "the typical dealer" are shown in Table 1. The way the manager used this information to prepare a profit control plan for the following period is explained in the following paragraphs. It involves a method of approach and the use of a specific form that many dealers could adapt to their own operation.

First, Forecast Your Sales
In order to set an over-all control fig-

ure for total expense, it was first necessary to estimate University's sales volume for the coming period. In making his sales forecast, the manager considered the following:

1. **His own recent sales trends:** Last year, University's volume of \$197,240 was 6.75 percent above the level of the preceding year (\$184,760). In the most recent months, the annual increases were more favorable (eight percent to ten percent) than earlier in the year (0 to about six percent).
2. **Recent trade sales:** In checking with other local appliance dealers, it was learned that most of them reported a favorable sales volume in recent months. The major wholesale distributor used by University indicated that his volume was running about 5 percent ahead of the preceding year, and this was about the same rate of increase reported by the Federal Reserve District Bank for major appliance departments in department stores.
3. **Industry opinion:** Statements in the trade press during recent months indicated that experts had varying views on the outlook, nationally, for the appliance industry. Most manufacturers, it appeared, were expecting sales volume to remain at about the current level, or to increase only moderately.
4. **General business outlook:** The business outlook in the local community seemed to be very healthy. While there was much talk about unemployment and depressed conditions in certain industries, there did not appear to be any cause for concern locally.
5. **Competition:** So far as could be determined, there would be no major change in University's competitive situation. No new competition had entered the community, and none of the existing dealers had enlarged or modernized.
6. **Inside factors:** University would operate in the same facilities and according to the same merchandising policies during the coming year. Management attention would be devoted chiefly to *profitable operation* at readily attainable volume rather than to unusual promotional effort or expansion.

On the basis of the foregoing, it was concluded that an increase in sales of about five percent could reasonably be expected and should be incorporated in the plan. This involved a sales goal of \$207,000.

Estimate Your Gross

Next, the attainable gross margin at this sales volume was estimated. The year before last, University's gross margin had been 33.70 percent (merchandise plus service) but had dropped to 33.10 percent last year, as compared with

ITEM	Nature of Item	University Appliance		Trade Ratios
		Amount	Percent of Sales	
1. Net sales for year		\$197,240	100.00	100.00
2. Cost of goods sold		131,944	66.90	67.7
3. Gross margin (#1 - #2)		65,296	33.10	32.3
4. Operating expenses, total		65,221	33.06	31.1
A. Administrative, total		47,238	23.94	22.1
(a) Owner's salary	F	7,500	3.80	3.7
(b) Office salaries	SV	3,826	1.94	2.4
(f) Employer's share (S.S. & U.C.)	SV	772	0.39	0.4
(c) Salesmen's compensation	V	12,364	6.27	6.0
(d) Servicemen's wages, expenses	SV	12,637	6.40	5.5
(e) Delivery, warehouse salaries	F	3,590	1.82	1.2
(k) Vehicle maintenance	V	1,795	0.91	0.9
(t) Vehicle depreciation	F	702	0.36	0.4
(m) Office, store supplies	V	927	0.47	0.4
(n) Credit, trade information	V	48	0.02	0.05
(o) Collection costs	V	79	0.04	0.05
(p) Miscellaneous admin. expense	SV	2,998	1.52	1.1
B. Occupancy expense, total		5,179	2.63	2.6
(g) Light and heat	F	1,244	0.63	0.5
(h) Janitor service	F	335	0.17	0.1
(i) Rent	F	3,600	1.83	1.4
C. (l) Advertising expense	V	5,448	2.76	2.6
D. (w) Bad debt losses	V	927	0.47	0.4
E. All other expenses, total		6,429	3.26	3.4
(q) Taxes, except on property, income	F	982	0.50	0.4
(x) Interest	V	1,250	0.63	0.5
(u) Shop equipment depreciation	F	351	0.18	0.3
(v) Trade-in losses	V	1,013	0.51	0.5
(r) Miscellaneous other expense	SV	2,833	1.44	1.7
5. Net operating profit (#3 - #4)		75	0.04	1.2

Source: Electrical Merchandising, May, 1958

F: Fixed V: Variable SV: Semi Variable

Table 1. University started to plan for a profit by comparing—and adjusting—its operating results to industry averages

32.3 percent reported by the typical NARDA dealer (also for merchandise plus service). The manager was reasonably confident of his ability to hold his gross margin at about the present level, so 33 percent of projected sales, or \$68,310 was budgeted as margin.

For the coming year, the owner wished to make a net profit of at least two percent of sales, or \$4,140. This looked optimistic in view of the poor profit experience

of the past year and the comparison with the 1.2 percent reported by the trade. If such a profit goal was to be realized, this meant that an over-all control figure for total expense had to be established at 31 percent of total sales volume (33 percent gross margin minus two percent net profit goal). In dollars expenses could not exceed \$64,170, at the \$207,000 sales volume level (\$63,310 gross margin minus \$4,140 net profit goal).

Next, with this overall goal in mind, control figures for each separate expense account were established

In order to build control figures for individual expense accounts, a work sheet was prepared. (Illustrated in Table 2.)

Expense accounts previously shown in Table 1 were classified into three groups: (1) Fixed—"F"—those that were incurred on an annual basis or which were otherwise not controllable from month to month; (2) Variable—"V"—those which varied with or could be controlled in relation to the volume of business in each month and (3) Semi-Variable—"SV"—those which were partially fixed and par-

tially variable. An example of the latter category is "servicemen's wages, expenses." This category was essentially fixed in that it consisted of the basic salary of the two regular servicemen. A goodly portion was, however, variable in the sense that it consisted of extra hours worked by regular servicemen during peak periods and extra hours worked by a part-time man.

Fixed expenses are easy to plan and were handled first. The dollar amount of each fixed item was entered in the column

MORE ▶

Here's How University Appliance Co. sets up its own

for "fixed expense" in Table 2. An exception was item (g) "light and heat," which was involved in the planned program of expense reduction discussed in the preceding article. Because of certain corrective measures indicated there, it was believed that this expense could be held to approximately \$1,000.

Next, a goal expense ratio was established for each variable and semi-variable item. For the variable items, the ratios were in line with previous experience, except for cases in which some specific change in operation was anticipated. Most semi-variable items were budgeted at slightly less than the historical cost ratio because they contained fixed elements which would become somewhat lower in relation to a slightly larger volume of anticipated sales.

Adjusting Cost Ratios

There were, however, several items where cost ratios were set below the experience of the preceding year. Because of changes in sales compensation policy, it was believed that this item could certainly be held to 5.5 percent of sales volume. Changes were to be made in the methods used to plan and control the work of servicemen. While the results of these improvements were uncertain, it was known that greater efficiency was possible. This item was budgeted conservatively at six percent as compared with 6.4 percent for the preceding year. Miscellaneous administrative expense, which had included many items authorized by various persons was to be controlled rigidly by the manager. It was budgeted at 1.2 percent of sales, as compared with the previous 1.52 percent. Advertising was budgeted at 2.5 percent in accordance with a view that this was a strictly controllable item that could be expended in accordance with sales opportunities in each month.

All of the "goal ratios" for variable expense shown in Table 2 were believed to be reasonable in line with University's previous experience, in comparison with the experience of typical dealers, or in the light of specific managerial actions which were to be undertaken in the case of items which had gotten out of line in the past.

Figure Goals in Dollars

The next step was to apply these goal ratios to the projected volume of \$207,000. The dollar amounts set down for fixed and for variable items were then rounded to the nearest \$10, and the resulting figure was entered into the right hand column of Figure 2.

After budgeting the individual fixed and variable expenses as explained above, the total expense was computed. This amounted to \$63,230. This was less

than the sum of \$64,170 the manager had previously set as a ceiling on expenses. If the individual expense accounts had exceeded the control figure of \$64,170, he would have had to rework them.

To translate control figures into workable form, monthly quotas were set

The manager knew that setting up an expense plan like the one in Table 2 would not automatically produce the profit results there shown. Also needed was some monthly breakdown so that actual performance within the planning period could be checked against the plan as time moved along.

To plan expense controls by months, some knowledge of monthly sales was needed. The manager calculated the per cent of annual sales made in each month in his store during the past two years. From a nearby university Bureau of Bus-

iness Research, he was able to get figures on typical monthly sales distribution for appliance stores in his state. By comparing the two sets of figures, and also taking into account the number of trading days per month as compared with the previous year, he established a plan for monthly sales in terms of percentages, as shown in the following tabulation:

	University 2 Year Average	Similar Stores*	Planned Distribu- tion
January	8.2%	7.5%	7.8%
February	7.4	7.1	7.2
March	7.6	8.1	8.1
April	7.5	7.7	7.6
May	8.1	8.0	8.0
June	7.6	7.8	7.7
July	7.9	8.2	8.1
August	8.2	8.0	8.0
September	8.3	8.2	8.2
October	8.8	8.9	8.9
November	8.3	8.6	8.4
December	12.1	11.9	12.0

ITEM	Nature of Cost Behavior	Amount for Fixed Expenses	Variable Expenses		Budget
			Goal Ratios	Amount	
1. Net sales for year			100%	\$207,000	\$207,000
2. Cost of goods sold			67%		138,690
3. Gross margin (#1 - #2)			33		68,310
4. Operating expenses, total					63,230
A. Administrative, total					45,630
(a) Owner's salary	F	7,500			7,500
(b) Office salaries	SV		1.90	3,933	3,930
(f) Employer's share (S.S. & U.C.)	SV		0.38	787	790
(c) Salesmen's compensation	V		5.5	11,385	11,390
(d) Servicemen's wages, expenses	SV		6.0	12,420	12,420
(e) Delivery, warehouse salaries	F	3,590			3,600
(k) Vehicle maintenance	V		0.9	1,863	1,870
(t) Vehicle depreciation	F	702			700
(m) Office, store supplies	SV		0.4	828	830
(n) Credit, trade information	V		0.02	42	40
(o) Collection costs	V		0.04	84	80
(p) Miscellaneous admin. expense	SV		1.2	2,484	2,480
B. Occupancy expense, total					4,940
(g) Light and heat	F	1,000			1,000
(h) Janitor service	F	335			340
(i) Rent	F	3,600			3,600
C. (i) Advertising expense	V		2.5	5,175	5,180
D. (w) Bad debt losses	V		0.47	972	970
E. All other expenses total					6,510
(q) Taxes, except on property income	F	982			980
(x) Interest	V		0.6	1,242	1,240
(u) Shop equipment depreciation	F	351			350
(v) Trade-in losses	V		0.5	1,035	1,040
(r) Miscellaneous other expense	SV		1.4	2,898	2,900
5. Net operating profit (#3 - #4)					5,080

Table 2. A worksheet was set up for budgeting operating accounts for the coming year

PLAN FOR A PROFIT

CONTINUED

It was decided to plan detailed monthly breakdowns, only for the first quarter of the year. There would be time enough to plan for the second quarter about midway in the first one, after there was some opportunity to determine whether sales were up to expectations or whether some revisions in the expected level of annual sales would be necessary.

The detailed breakdown is shown in Table 3. The first step was to plan the expected sales for each month. This was done by applying the planned percentage distribution for the months in question to the annual sales goal of \$207,000.

It was expected that the gross profit ratio (merchandise plus service) would not vary appreciably from month to month. Cost of goods sold and gross profit for each of the first three months were, therefore, budgeted for each of the first three months at the same rate as established in Table 2.

Costs on a Monthly Basis

Fixed expenses are not always in-

curred evenly throughout a period, but they are usually distributed equally to each month to be able to calculate a monthly profit figure on a realistic basis. In Table 3, $\frac{1}{12}$ th of the planned annual expense for each "Fixed" item has been budgeted for each month, with the exception of "Light and heat," where higher than average amounts were set for the winter months.

Variable expenses were distributed to each month in relation to the sales volume importance of the month. For example, 7.8 percent of the annual compensation expense was budgeted in January.

In addition to providing columns for monthly planned expenditures, provision was also made for showing cumulative expense at the end of each month. Thus, at a later date, when actual expense figures are entered in the form, it will be possible to see just how the firm is doing in relation to "plan."

If the plan was projected in this manner for each of the twelve months, the cumulative figures for December would,

STILL MORE TO COME

Next month, Professor Davidson—who, thanks to his frequent appearances at NARDA meetings, is almost as well known among appliance dealers as he is on the campus of Ohio State—will wind-up this three part series by showing you how to figure a break-even point . . . and how to make profitable managerial decisions.

of course, be equal to the total planned figures for the year as shown in Exhibit 2. Thus, at the beginning of the year the manager would know just what results must be produced in each month of the first quarter and for the quarter as a whole, if he is to be operating at the annual rate which was budgeted. Similarly, month-by-month as the period unfolds, he will know just how well he has accomplished his profit objective.

Other dealers may have different expense accounts, varying sales volumes, and contrasting situations with respect to gross and net profit realization. Regardless of such differences, most dealers of typical size could utilize these procedures to plan for a profit. *End*

ITEM	Nature of Item	January		February		March	
		Planned	Actual	Planned	Actual	Planned	Actual
				for Month	for Month	Cumula-tive	Cumula-tive
1. Sales: Percent of Annual Sales:		7.8%	7.2%	15.0%	8.1%	23.1%	
Amount		\$16,150	\$14,900	\$31,050	\$16,770	\$47,820	
2. Cost of Goods Sold		10,820	9,980	20,800	11,235	32,035	
3. Gross Margin —		5,330	4,920	10,250	5,535	15,785	
4. Operating expenses, total		5,057	4,785	9,842	5,183	15,025	
A. Administrative, total		3,624	3,419	7,043	3,723	10,766	
(a) Owners salary	F	625	625	1,250	625	1,875	
(b) Office salaries	SV	307	283	590	319	909	
(f) Employers' share (S.S. & U.C.)	SV	62	56	118	64	182	
(c) Salesmen's compensation	V	888	820	1,708	922	2,630	
(d) Servicemen's wages, expenses	SV	970	894	1,864	1,006	2,870	
(e) Delivery, warehouse salaries	F	300	300	600	300	900	
(k) Vehicle maintenance	V	145	134	279	151	430	
(t) Vehicle depreciation	F	59	59	118	59	177	
(m) Office, store supplies	V	65	60	125	67	192	
(n) Credit, trade information	V	3	3	6	3	9	
(o) Collection costs	V	6	6	12	6	18	
(p) Miscellaneous Admin. Expense	SV	194	179	373	201	574	
B. Occupancy expense, total		438	438	876	433	1,309	
(g) Light and heat	F	110	110	220	105	325	
(h) Janitor service	F	28	28	56	28	84	
(i) Rent	F	300	300	600	300	900	
C. (l) Advertising expense	V	404	373	777	420	1,197	
D. (w) Bad debt losses	V	76	70	146	78	224	
E. All other expenses, total		515	485	1,000	529	1,529	
(q) Taxes, except on property, income	F	82	82	164	82	246	
(x) Interest	SV	97	90	187	100	287	
(u) Shop equipment depreciation	F	29	29	58	29	87	
(v) Trade-in losses	V	81	75	156	84	240	
(r) Miscellaneous other expense	SV	226	209	435	234	669	
5. Net operating profit (#3 - #4)		\$ 273	\$ 135	\$ 408	\$ 352	\$ 760	

Table 3. Finally, the budget for the year ahead was broken down into a month by month control sheet like this

Ingraham...



Beautiful from any angle!

.....

offers you electric clocks that are styled and priced to sell on sight

Discriminating people all over the country are going for the trim, tapering lines and wide-awake appearance of these new Ingraham electrics. They like their prices, too—alarms from \$3.98 to \$17.95 and kitchens from \$3.98 to \$8.98.

And dealers who are stocking them, like the deals Ingraham is offering . . .

4 free, colorful, permanent display deals . . . turn-table displays for island or counter and open displays for counter or wall.

Plus free merchandising aids.

Take full advantage of the sales opportunity offered by the Ingraham line. For complete details, contact your Ingraham Electric Clock Distributor. Let us know if you want us to supply his name.

INGRAHAM, BRISTOL, CONNECTICUT



PRINCESS \$4.98-\$5.98



MODE \$3.98



MURAL \$5.98



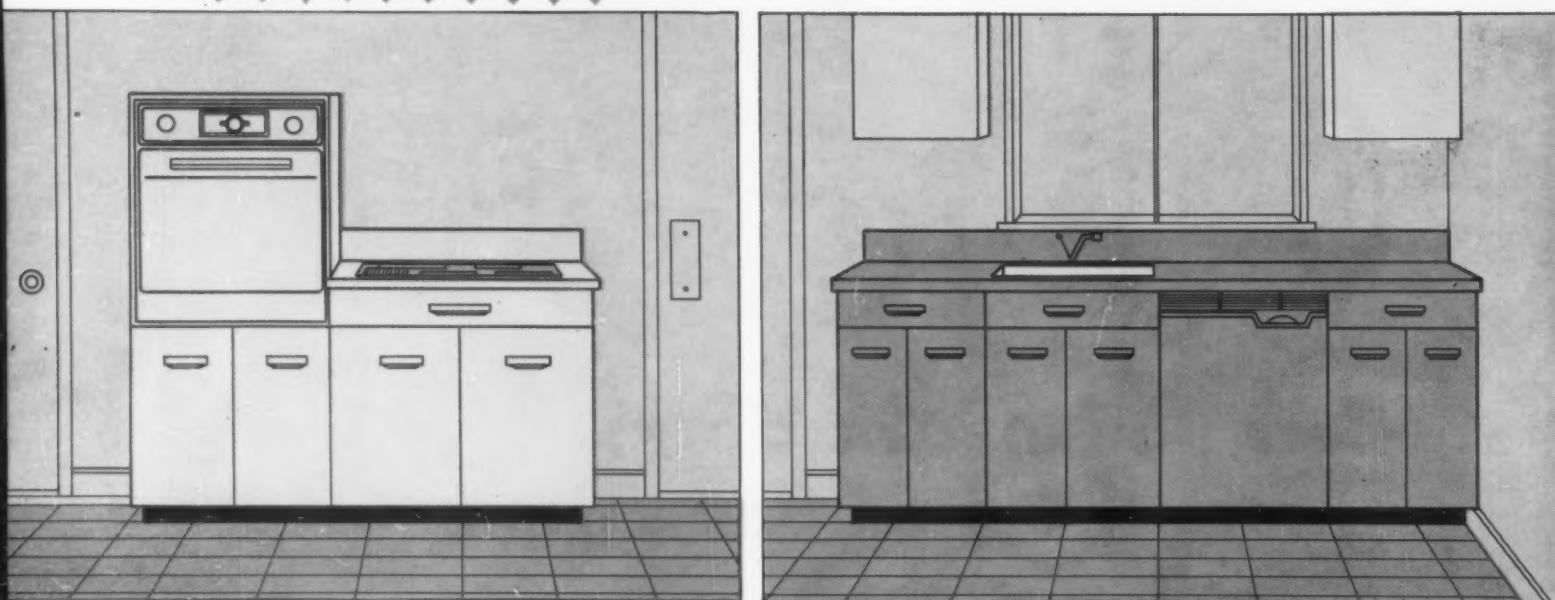
FLAIR \$6.98



CALENDAR \$8.98



EMPEROR \$9.50



Will "Starter Sets" Like These Help Appliance Dealers Get a

BIGGER SHARE OF KITCHEN BUSINESS?

In northern California, G-E helps appliance dealers go after the built-in and modernization markets with a series of 26 "ensembles" which fit existing merchandising patterns and present few installation problems

CAN built-ins and cabinets be "packaged" into an over-the-counter item which will fit the industry's established merchandising patterns?

A major effort along those lines has been undertaken by General Electric's northern California appliance distribution center. This "kitchen starter plan" is now under consideration by other GEA districts. Under this plan the appliance dealer is offered:

- Appliances and steel cabinets which have been packaged into 26 different "ensembles"—each a basic kitchen unit.

- Special prices on these groupings which range from \$30 to \$140 below the list price of the components involved.

- Thirty-six month financing for any ensemble, even if it contains only one appliance.

Obviously a development designed to fill the gap between single appliance sales and the multiple sales of G-E's kitchen-contractor program (ELECTRICAL MERCHANDISING, March 1957), the kitchen

starter plan is a further effort toward the selling of appliances as modulars through merchandising appliance dealers.

In announcing the plan to dealers in northern California, GEA stated: "... the plan is not intended to be an approach to the kitchen business." However, GEA stated also that one of the inspirations for the program was local motivation research which showed that 60 percent of the people who had remodeled their kitchens had become interested first because of their desire for new built-in appliances or for cabinets for storage. "Appliances and cabinets are the appliance dealer's business—and G-E's business," GEA concluded.

Making Up An "Ensemble"

The kitchen starter ensembles will be promoted and merchandised (and have been for several months in northern California) much the same as any other line of products. Each ensemble has its own

model number—model RAB6361, for example, is a range ensemble made up of one J501R oven, one J555R surface unit, a KB2728 base cabinet, a KB2732J oven enclosure, one KB3634JC range cabinet and a 36-in. by 25-in. Textolite counter top. As an ensemble, RAB6361 lists at \$449.95—the components purchased separately would list at \$529.95. And the model number has further significance to the dealer and the distributor. RAB6361 means—RA for range, B for built-in, 63 for the width in inches, 61 for the height in inches. The customer chooses from the 26 ensembles, the dealer orders by model number and specifies the color of the appliances and cabinets and the pattern of the counter top.

GEA's aim, says the father of the kitchen starter plan, L. S. Oppenheim, manager of kitchen and laundry sales, northern California GEA, Burlingame, is to:

1. Simplify the sales of built-in appliances through the appliance dealers. The availability of starter sets as ensembles taking built-ins removes much of the average dealer's and salesman's fear of the built-in, says Oppenheim. It makes the built ins and the cabinets that hold them available under one brand name from one supplier. And for the dealer it makes it possible to display built-ins in a selling

atmosphere without tearing up or permanently changing the store walls.

2. Get the dealer part way into the kitchen business by increasing his sales of built-ins and cabinets, and by giving him a step up from a single appliance to a group. It will help him hold onto the one- or two-appliance customers who might go elsewhere because they need either cabinets for built-ins or cabinets and counter around new appliances.

3. Simplify the selling of groups by organizing a wide variety of selection in advance, by giving them identity, and by making an ensemble as easy to show, demonstrate, sell, order and deliver as a single appliance.

4. Help the dealer get a bigger share of the "do it yourself" remodeling business by offering an easily-installed package.

5. Provide a leader for the kitchen-contractor dealers, to draw traffic that can be sold up to a custom remodeling job, or which can be sold a profitable package instead of being lost when remodeling proves too costly.

6. Encourage kitchen minded consumers to start the road to a modern kitchen with G-E appliances.

Simplifying Installations

The kitchen starter ensembles keep the unprepared dealer out of the planning and construction problems of custom kitchens, but they are not completely installation-proof. Following somewhat the same procedure used in the G-E kitchen contractor plan, the distributor has tried to simplify the installation of the ensembles for the dealer. Oppenheim points out that most dealers have some tie-in with at least a plumber and an electrician from their activity in selling laundry equipment and ranges. Only a carpenter for hanging the steel cabinets and setting in the pre-fabricated counter top is needed to complete the dealer's installation crew for the starter sets. As there are usually no structural changes, no need for floor covering, tile-setting, painting or papering work to fit an ensemble into a customer's kitchen, the dealer is relieved of handling those arrangements. In larger cities, GEA has been lining up one or more of its kitchen-contractor dealers to handle the installation of these ensembles for any dealer who has no facilities.

For the future, GEA has in the development stage some variations on the kitchen starter theme. They are designed either to broaden the dealers' market opportunities, or to overcome some of the handicaps inherent in the present plan. For example, Oppenheim is designing corner base and wall cabinets which can be used to join two ensembles—a range center and a sink-dishwasher ensemble, for instance—as an L-shaped kitchen. And the present limited widths of the ensembles will become adjustable to let them be expanded or contracted in 3-in. units to meet the customer's particular space needs.

End

Starter sets appeal to the specialist as well as the dealer



On the appliance dealer's floor, the new G-E kitchen starter ensemble simplifies handling of built-ins and gives retailers like Bob

Rochester of Berkeley, California, a chance to sell both built-ins and cabinets as an integrated, pre-planned package.



On the kitchen specialist's floor, the starter set, left, serves as a traffic builder which can lead to custom kitchen sales (as here at

Mackall's in Palo Alto) or as an inexpensive ensemble to sell to kitchen prospects who can't afford a complete remodeling job.



*A year-round series of hour-long comedies,
musicals and dramatic programs entitled
"The Westinghouse Desilu Playhouse," plus
7 Westinghouse Lucille Ball-Desi Arnaz "specials."



You can be sure -if you're Westinghouse

It would be hard to find an advertiser whose range of television experience has been so broad and consistent as Westinghouse.

Week after week for nine solid years, Westinghouse has demonstrated products ranging from an electric light bulb to an atomic power station that lights an entire city.

It has presented to a constantly growing television audience, programs of every kind—daytime and nighttime, drama and musicals, one-time “specials” and entire election campaigns. Today the audience for its weekly dramatic program is 28 times larger than it was nine years ago.

Last month Westinghouse underscored its confidence in the medium it has come to know so well. It announced that next Fall it would continue to talk to its customers through a weekly network hour; it would embark on an even more ambitious scale of programming,* and it would *increase* its annual television investment.

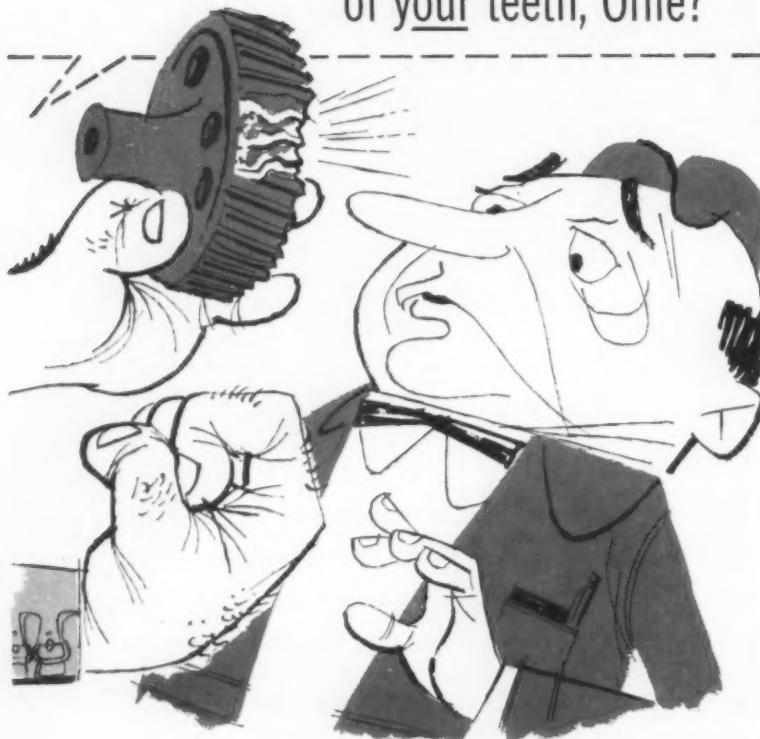
What is perhaps most significant about this decision is that it is not based alone on the spectacular audiences that television occasionally delivers—such as the *60 million viewers* who watched Westinghouse messages on the CBS Television Network during the national political conventions. It is based equally on a firm belief in the fundamental values of television: the unique impact of each television impression; the vast audience that even the *average* program attracts; and the cumulative effect of these impressions week after week over a sustained period of time.

This same confidence in television's unparalleled power to communicate is reaffirmed by the recent renewals of such leading CBS Television Network advertisers as American Tobacco, General Foods, Lever Brothers, Prudential Insurance, Socony-Mobil and United States Steel—to name only a few.

Like Westinghouse—and its fellow advertisers—you can be sure of finding television's unique values—and indeed television's *largest average audiences*—on the **CBS TELEVISION NETWORK**

sad adventures of "OFFIE BRAND" the serviceman

How would you like to lose a few
of your teeth, Offie?



don't risk customer goodwill...

ALWAYS USE F.S.P.

Factory Specification Parts
are precision engineered for
"trouble-free" operation

You can be sure that genuine "F.S.P." parts will fit right and work right in an RCA WHIRLPOOL appliance because they are made to the same exacting specifications as the original part. For instance, "F.S.P." worm gears are machined to close tolerances for firm grip, minimizing wear. They have more contact surface, providing better oil coverage . . . less damaging heat friction. Why gamble? Always use an "F.S.P." replacement part. See your RCA WHIRLPOOL distributor or authorized parts jobber.



THEY LOOK ALIKE . . . BUT
CAN BE SO DIFFERENT!
The imitation (right) looks
real, but can lack the
precision machining and
overall high quality of the "F.S.P."
gear on the left.

F.S.P.

Factory Specification Parts for
Whirlpool APPLIANCES

meet the toughest specifications in the industry

*Tmk.

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Miracle in Milan

RCA Whirlpool's Miracle Kitchen steals the show at the Milan International Trade Show as Europeans demonstrate more interest in a kitchen than a Sputnik

When the Milan International Trade Fair closed its doors April 27, the hit of the show was the RCA Whirlpool Miracle Kitchen, which occupied space in the United States exhibit on the floor beneath Russia's Sputnik.

All during the fair's 16-day run, crowds of up to 60,000 people stood in line to see 80 daily demonstrations staged in abbreviated, 10-minute form by Whirlpool's crew of five model-demonstrators.

Acclaim for the kitchen started with the opening ceremonies on April 12 when Italy's president, Giovanni Gronchi, exclaimed, "It's great and fantastic." By the time the fair closed, U. S. government officials were shooting enthusiastic cables and letters back to Whirlpool and the State Department.

The kitchen's demonstrators

told the Miracle Kitchen story to dignitaries like U. S. Ambassador and Mrs. James D. Zellerbach (who later cabled congratulations on the kitchen to Commerce Secretary Weeks), Italian Under-secretary for Foreign Affairs Alberto Folchi, and to motion picture stars like Renato Rascel of "Seven Hills of Rome" fame.

The Miracle Kitchen far out-drew Russia's Sputnik exhibit, in addition to dazzling Europeans of all economic and social levels. Among the first to be impressed were 100 men and women of the Italian press who transmitted their enthusiasm through hundreds of articles in Italian newspapers.

Thousands of Europeans who didn't get to the fair saw the Miracle Kitchen through scores of television broadcasts on most major networks.

ONE BRAND AND GOOD SERVICE

STORY STARTS ON PAGE 47

upper Adirondacks are devoid of shopping mobs. So, chameleon-like, Chalmers has adapted his selling to this land of pines and lapping water, where each customer must count. He has made a concerted pitch for the motel business, selling multiple units to various owners of such establishments.

During the past summer, for instance, Chalmers sold five different motels a total of 58 portable TV sets bearing a unit list of \$169.95. These sets, for which he paid \$120, Chalmers sold in bunches for a per-unit price of \$144, making \$24 per unit on the transaction. His service operation immediately boosted this take by \$10 per unit. That's what the charge figured out to when he installed a master antenna and ran coaxial cables to each motel room.

Whereas gross on these mul-

tiple TV set sales ran to \$84, Chalmers ordinarily does better on the sales floor. Working from a 25-unit display, a stock replenished each week by a close arrangement with his Burlington, Vt., distributor, Chalmers grosses from \$50 to \$60 per set.

Stacked away in a basement storage area, this dealer keeps his minimum supply of 57 picture tubes, a stock which can be replenished as fast as sets. This unusual supply of picture tubes, his bulging tube and accessory stockroom, accounts for Chalmers exceptional service preparedness.

Otherwise, Chalmers does what any other alert merchant does—discounts his bills two percent net in 10 days; buys parts and tubes at from 40 to 50-10-10 off list; and sells away from price by extolling the merits of his service.

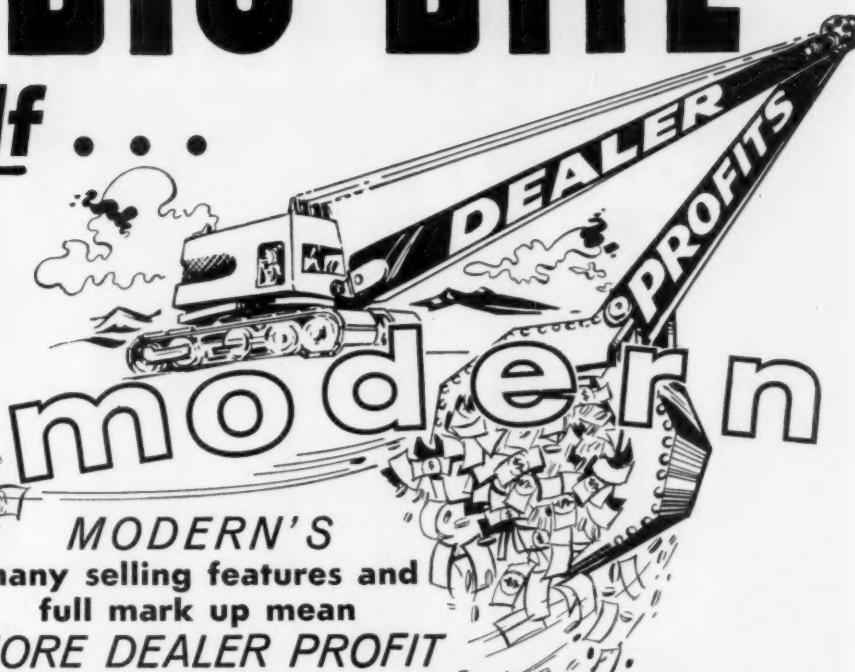
End

Take a BIG BITE

for yourself . . .



People are realizing the value of soft water. They are buying water softeners. Get your share of the profit from this wide-open, fast developing market. Sell MODERN water softeners and you sell the best . . .



MODERN'S
many selling features and
full mark up mean
MORE DEALER PROFIT

- We're developing a new system for distribution and sales of Water softeners. It means longer profits for you, more promotional and sales helps from us and greater customer satisfaction for all . . .
- MODERN'S many selling features easy installation and long life construction make it the most desired line to handle.

"You don't have to follow the leader you can be ONE"

● **SALES AIDS FURNISHED**

We provide you with complete information about the products, sales kits, demonstration kits, free water analysis laboratory service, co-op local advertising, mailers and all the sales and promotion helps you need.

**THE MODERN LINE IS COMPETE —
MODELS FOR EVERY PURPOSE EVERY POCKETBOOK**

● **DYNAMIC** head and shoulders above anything else in the field—automatic without electricity. **SUBURAN** completely automatic electric. **DELUXE SA** finest most dependable triple purpose automatic you can handle. **THRIFTMASTER** triple purpose, single valve operation, amazing low price—a real leader.

● **THE MODERN LINE IS A NATURAL FOR VOLUME SALES . . .**

In stores handling appliances, Hardware, Building Specialties, Home improvements, Plumbing fixtures.

HANDLE "MODERN" WATER SOFTENERS AND YOU HANDLE MORE PROFIT

Investigate Now . . .

REGARDING DEALERSHIP OR DISTRIBUTORSHIP IN YOUR TERRITORY.

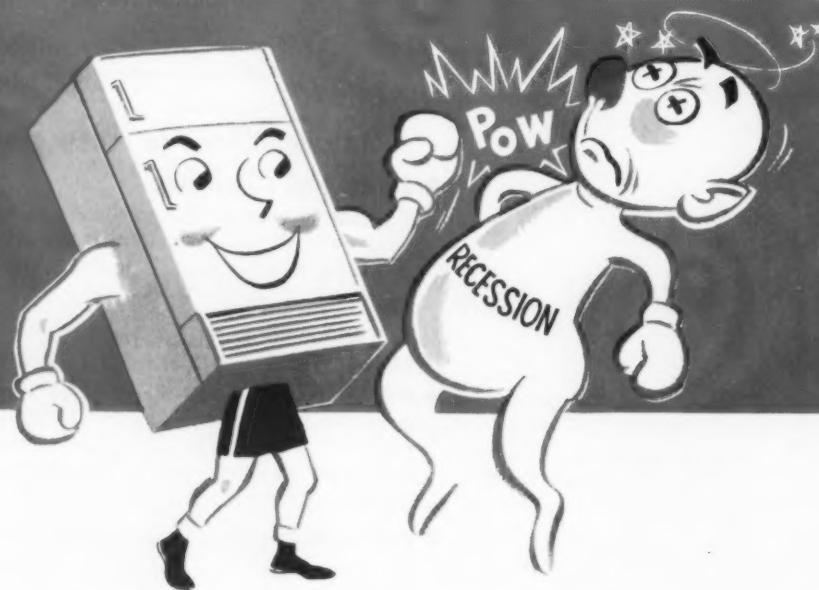
write
FOR COMPLETE INFORMATION
AND FREE LITERATURE

Today!



So easy to demonstrate — graphically, convincingly, plenty of margin for sales promotion etc. and still "TAKE A BIG BITE" of profit for yourself . . .

HOTPOINT ANNOUNCES
THE BIG VOLUME
**BIG BUY
OF THE YEAR!**



Here's the new Hotpoint Two-Dor Refrigerator-Freezer that's designed and priced to give your sales the BIG lift—the BIG up-turn!

Bargain-hungry people will flock to this big, beautiful, feature-packed Two-Dor, because it's truly the BUY OF THE YEAR at \$299.95 or less. It stores more food than any other major competitive model of comparable size! It offers Hotpoint's greater storability—cleanability—accessability—dependability—and a wealth of deluxe Hotpoint features.

You'd be proud to sell this great Two-Dor up-turn combination for \$399.95.

**AT \$299.95 OR LESS, YOUR CUSTOMERS GET A BIG VALUE—
and you get a clean, welcome profit!**

GET THE DETAILS FROM YOUR HOTPOINT DISTRIBUTOR.

\$299.95
For **299.95** or less

you can offer
this top quality
Hotpoint
Two-Dor
upturn
Combination!



BIG in Quality . . . Capacity . . . Value!

- Full 12.1 cu. ft. capacity (NEMA)
- 101 lb. capacity true freezer
- Two doors—two separate cooling systems
- Light touch safety latch on both doors
- Fully automatic defrosting—no buttons or timers—nothing to scrape or empty
- 4 Shelves—17 sq. ft. of usable space
- Thriftmaster® unit—giant cold coil natural draft condenser
- All-steel cabinet with glass fibre insulation
- 9 position cold control
- Famous Hotpoint quality construction **THROUGHOUT!**

Hotpoint Dealers' profit opportunities are greater than ever before . . .
If you're not a Hotpoint Dealer—you should be!

Hotpoint
LOOK FOR THAT DIFFERENCE! (your customers do!)

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

THERE ARE A LOT OF REASONS WHY

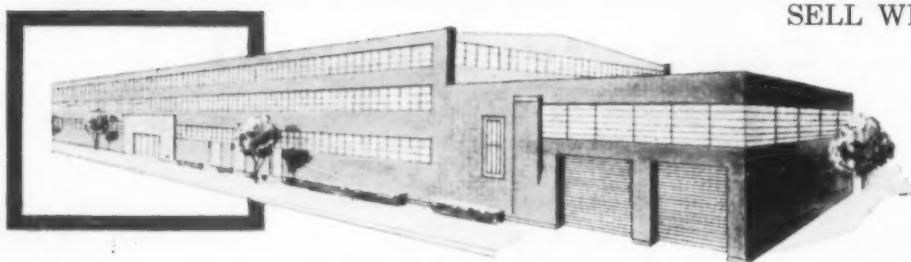
HOTPOINT HOME LAUNDRY DEALERS

Sell with Pride and Profit!

You can sell the 1958 Hotpoint Line with the full confidence that it has been produced to the highest quality manufacturing standards in the industry. It is the final product of top quality materials—expert craftsmanship—precision quality control—and the most scientific production process in the industry.

These high quality standards mean matchless performance and enduring satisfaction for the customer. They mean clean, profitable sales and a minimum of service calls for the Dealer.

On these pages, we can show you only a few of the tests and processes that produce the Quality Line—the Hotpoint Line. Your Hotpoint Distributor will be glad to show you the "H Stands for Quality" film—and you'll learn of the many more reasons why Hotpoint Home Laundry Dealers SELL WITH PRIDE—AND PROFIT!



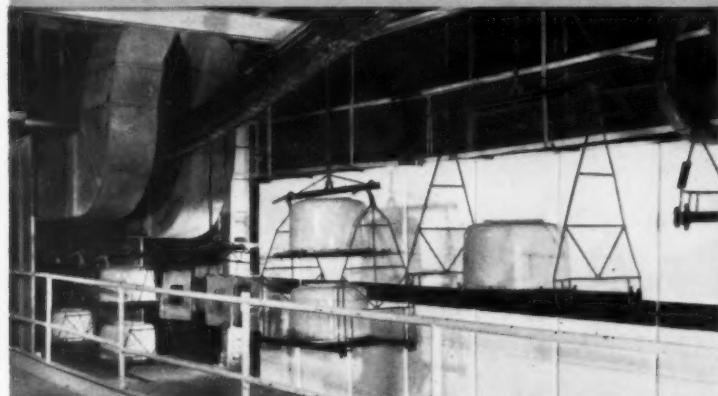
Hotpoint Dealers' profit opportunities are greater than ever before...
If you're not a Hotpoint Dealer—you should be!

Hotpoint
LOOK FOR THAT DIFFERENCE! (your customers do!)
HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION



Every year, millions of pounds of premium steel flow into the largest, most modern Home Laundry plant in America. This steel—and all other raw materials—are subjected to more than 100,000 separate tests every year to make sure that they meet Hotpoint's high quality standards.



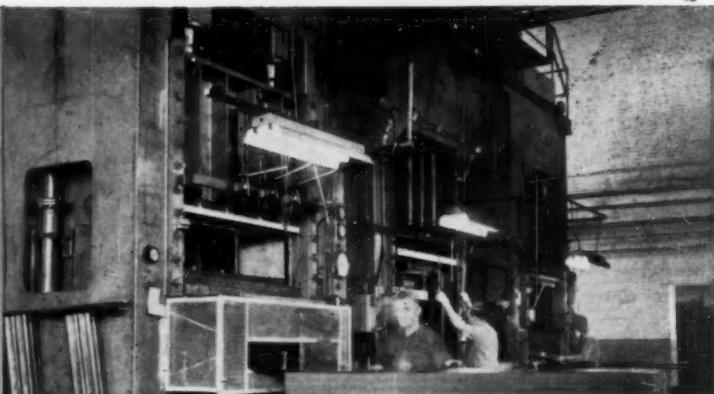
Cabinets and tubs are dipped in liquid porcelain which is baked on in the world's largest porcelain enameling furnace. Only Hotpoint provides all-porcelain enamel inside and out in every automatic washer model. That's why Hotpoint Dealers have no complaints about rust, stains, and corrosion.



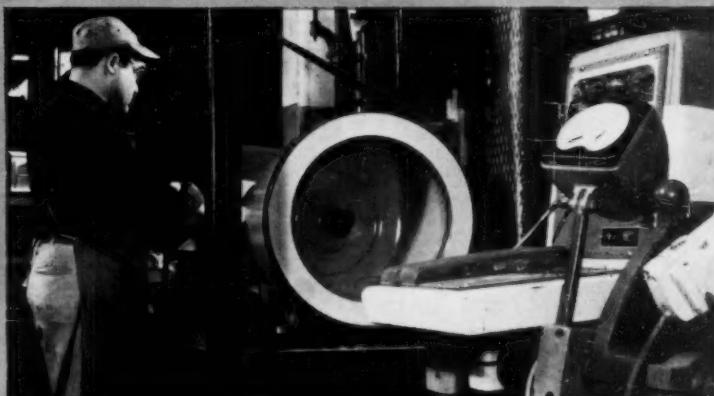
The heart of every Hotpoint washer is the new, rugged coaxial transmission. Every part is precision-made. For example, the spin shaft is held to a tolerance of less than three 10,000ths of an inch. Every transmission is individually tested for performance.



Every control and electrical connection of every Hotpoint washer is checked by a team of experts. Every washer is filled with water and operated. Every washer must pass tests for quietness and performance. In final assembly alone, hundreds of tests are made to guarantee Hotpoint quality.



This press forms Hotpoint 1-piece tubs from a single sheet of the finest steel. Another giant press forms Hotpoint's cabinets from a single sheet of steel thicker than that used in automobile bodies. It's easy to sell customers the added value of Hotpoint's sturdy, seamless, 1-piece construction.



Quality control marks every step in Hotpoint production. Every Hotpoint washer tub is precision-balanced with stroboscopic lights—the same method used in balancing airplane propellers. This precision test assures smooth, quiet operation and vibration-free performance—year after year.



The gear case of the Hotpoint coaxial transmission is completely sealed. In "accelerated-life" tests, it has recorded the equivalent of many years of hard wear—without a breakdown. It's the world's finest automatic transmission—and every model in the Hotpoint Line features it!



When Hotpoint Washers, Dryers, and Combinations have passed their final exacting tests, they are carefully crated for delivery to you. When you sell them, you can be truly sure that you are giving your customers matchless performance and enduring satisfaction.

There's No Buy Like It In The Country . . . and so many General Electric Dealers thrive on country trade

 **G.E. Dealers Love F.J.**

• "Before you can sell prospects, you have to get them interested in the product. Best way to get folks interested around here is an ad in FARM JOURNAL."

R. E. Barnett, King's Mountain, N.C.

• "A General Electric Range ad in FARM JOURNAL is like an extra salesman in my store."

N. T. Peahe, Portland, Mich.

• "I'm a strong believer in General Elec-

tric Range advertising in FARM JOURNAL. It covers my country trade like a local paper."

K. A. LeBarts, Merced, Calif.

FARM JOURNAL is America's largest selling farm magazine. It's bought and read by twice as many farm families as any other publication because it gives farm families everywhere what they want . . . need . . . and can't get anywhere else.

FARM JOURNAL

One of the nation's truly great service magazines • Read by most of the best farm families

Graham Patterson, *Publisher*

Richard J. Babcock, *President*

AHLMA Endorses "Buy It Now" Drive

Home laundry manufacturers at 42nd Annual Meeting hear Norge's Jud Sayre call for drive to reverse consumer's "negative buying attitude"

Out of the recession-oriented 42nd annual meeting of the American Home Laundry Manufacturers Association, at Boca Raton, Fla., came a dynamic outline for an industry-wide "Buy it Now" program of positive sales action; a plea for a resurgence of creative selling; and several authoritative slants on the current durable goods downturn.

A small, but dead-serious group of AHLMA members, plus numerous associate members, heard Norge's Jud Sayre call for a concentrated, organized drive by manufacturers and their distributors to reverse the consumer's negative buying attitude and thus stem the tide of what he termed "history's most peculiar recession —the only one that's been sold to America."

He urged AHLMA member firms to tie into activities already in progress or to launch their own, using all the advertising, promotional and sales building facilities at their command. Sayre closed with a motion that AHLMA and its individual members endorse and pledge sup-

port to the "Buy it Now" drive. Whirlpool's Juel Ranum seconded.

H. L. Travis, Kelvinator's vice president in charge of sales, found a close relationship between the current "economic dilemma" and the fact that "our ability to produce is at an all-time high, while creative salesmanship is at an all-time low."

As an invitation to creative salesmanship, Travis suggested strict production and inventory controls, with output geared to each producer's market penetration, and a maintained inventory level of two months factory and field. On that bedrock, he asserted, manufacturers can build toward solid salesmanship by providing effective sales training, tools and direction.

The pitfalls inherent in a period of hard sell were delineated by George P. Lamb, AHLMA's general counsel. He underscored the dangers of violating Federal statutes in matters of spiffs, fictitious pricing, bait advertising, discrimination in favor of volume outlets, and unrealistic warranty claims.

The light side of the AHLMA meeting is typified by a laughing G. H. Franks of Altorfer Brothers Co.



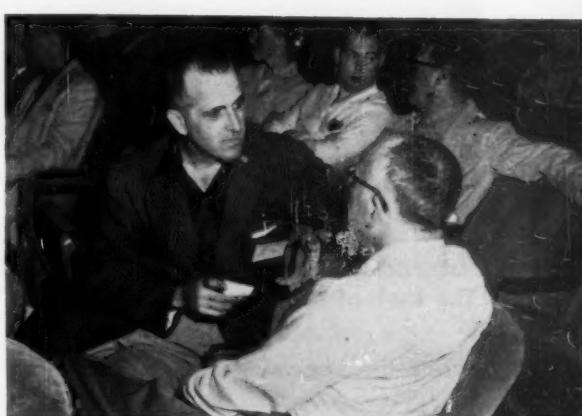
Business on stage draws the attention of Parker Erickson of Easy, left, and Kelvinator's Walter Jeffrey.



Prime example of the type of editorial action required in support of his suggested "Buy It Now" campaign is displayed by Jud Sayre of Norge.



Business talk occupies W. A. Friedrich of Hamilton, left, and Philco's R. C. Connell.



Fred Holt and Bob Boyle of General Electric talk business.

Maytag's Claire Ely lunches with Mrs. Ely.



GENERAL ELECTRIC STARTS ANOTHER NEW TREND—

"Gramercy 17"—17" (overall diagonal) tube—155 sq. inches of picture area. Aqua blue, dove gray, and modern mahogany.



NEW 'DESIGNER SERIES'

The look of tomorrow—at prices that'll sell 'em today!

Here's the beginning of a new trend! Cabinets that look slimmer than any others, colors and designs that go beautifully in any room. And they can be carried from room to room—recessed handles make it easy!

Yet they perform like consoles—because each packs a high-powered chassis, a full transformer (made easily accessible for servicing).

There's the clearer picture of a 110° aluminized picture tube, too . . . much-wanted front-projection sound . . . set-and-forget volume control . . . and built-in telescoping antenna.



"Barclay 21" (shown with store display at right). 21" (overall diagonal) tube—262 sq. inches of picture area. Russet leather-like vinyl, star-gold linen-finished vinyl.



General Electric is going all out to help you:

Full-scale promotion—brings 'em in to buy!

Display piece—can show two sets to advantage!

Salesmen's incentive—Win one for your own!

Plus plenty of advertising—Hard-selling commercials on *General Electric Theater* all Spring and Summer . . . dramatic announcement in the *Post* . . . concentrated campaign in *Sports Illustrated*. Contact your G-E distributor today.

Buy now for extra values!

Progress Is Our Most Important Product

GENERAL ELECTRIC

Here's Your Guide to the Markets and the Housewares Show

There will be over 3100 exhibitors at the Markets (Chicago, June 16-27) and the Housewares Show (Atlantic City, July

7-11). For your convenience, here's a handy guide to the location of the firms you're most likely to want to see

MERCHANDISE MART

ABC, Altorfer Bros. Co.	1146
Admiral Corp.	1191-96
Aluminum Specialty Company	1473 B&C
Amana Refrigeration, Inc.	1127
American Motors Corporation	
Kelvinator Div.	1124-25
American-Standard Corp.	
Youngstown Kitchens Div.	1119
Apex Home Appliances	
Div. of White Sewing Machine Corp.	1160-61
Atlas Tool & Mfg. Co.	1199
Ben Hur Mfg.	11-114
Berger Mfg. Div. of	
Republic Steel Corp.	11-116-117
Bersted Mfg. Co.-Div. McGraw-Edison	1467
Brammer Mfg. Co.	1178-9
Camfield Mfg. Co.	14-102
Carrier Corp.	840
Columbia Broadcasting System, Inc. (Record Div.)	1142
Coppes, Inc.	1189
Coppes-Nappanee Kitchens	1189
Crown Stove Works	1176
Dazey Corp.	1479
Dexter Co.	1155
Dominion Electric Mfg. Corp.	1422
Dormeyer Corp.	1498
Dortch Stove Works, Inc., The	1164
Du Mont Labs, Allen B.	11-116A
Easy Laundry Appliances Div. of the Murray Corp. of America	1168-1169
Electric Steam Radiator Corp.	1479
Farber, S. W., Inc.	1419-A
Farberware Co.	1419-A
Florence Stove Co.	1147
General Electric Co.	
Air Cond. Div.	1188
Appliance & Television Div.	1117
Broadcast Equipment & Components	1157
Clock & Timer Dept.	1123
Hotpoint Co. Div.	1120
Housewares & Radio Receiver Div.	1123
General Slicing Machine Co., Inc.	1492
Geuder, Paeschke & Fry	1492
Gibson Refrigerator Co. Div. Hupp Corp.	11-102
Glori Corp.	1472
Graham Electro Mfg. Corp.	1489
Hallomore Electronics Div. of Siegler Corp.	360
Hamilton Mfg. Co.	1175
Heil Quaker Corp.	1147
Hobart Mfg. Co. Kitchenaid Home Dishwasher Div.	1180
Hobart Mfg. Co., Kitchenaid Electric Houseware Div.	1492
Hoover Company, The	1417
Hotpoint Co.	1120
Ironrite, Inc.	11-1177A
Johnson, S. C. & Son, Inc.	1477
Kelvinator Div. of American Motors	1124

Kindl Products 1177
Knapp-Monarch Co. 1483

Landers, Frary & Clark 1479
Lansdale Tube Corp., Div. Philco Corp. 1100
Laska Metal Products 14-119
Leonard Div. American Motors 1124
Lewyt Corporation 1174
Lindemann, A. J., & Hoverson Co. 11-104
Lonergan Coolerator Div. of McGraw Edison Co. 11-103

Magic Chef, Inc. Northern Sales Div. 1167
Magnavox Co. 1126
Manning-Bowman, Div. of McGraw Edison Co. 1467
Maytag Co., The 11-105
McGraw Edison Company Toastmaster Products Div. 1474 & 74-A
McMahon, R. S. & Co. 1155
Meier Electric & Machine Co. 1487
Metal Ware Corp., The 1411-A
Monarch Washers 1119A
Monitor Equipment Co. 1123-A
Motorola, Inc. 1170-73
Murray Corp. of America Easy Laundry Appliances Div. 1168-9
Mutschler Brothers Co. 1144

Noma Lites Inc. 1472
Norge Division, Borg-Warner Corp. 234
Norge Sales Corporation 234
Norris-Thermador Corp. 11-104
Northern Electric Co. 1453

Paragon Electric Co. 1497
Peerless Mfg. Corp. 1177
Philco Corp. 1100

Preway, Inc. 1198
Proctor Electric Co. 1412

Radio Corporation of America 11-111
Republic Steel Corp. Berger Mfg. Div. 11-116-117
Roper, Geo. D., Corp. 1147

St. Charles Kitchens 1162
Samuel Stamping & Enameling Co. Suburban Range Div. 1199
Sessions Clock Co., The 1409
Shearer Electric Mfg. Co. 1476
Siegler Corp., The 360
Son-Chief Electric, Inc. 1466
Speed Queen Div., McGraw-Edison Co. 1160-61
Steinmetz & Kelly 1422
Stoware, Inc. 1493
Superior Electric Products Corp. 1487
Sutton, O. A., Corp. 11-114A
Swarzbaugh & Gately 14-101
Swing-A-Way Mfg. Co. 14-101

Thermador Electrical Mfg. Co. Inc. 11-104
Toastmaster Products Div. McGraw Edison Co. 1474

Wagner, E. A. Mfg. Co. 1422
Western-Holly Ranges 1197
Westinghouse Electric Corp. 11-122
Whirlpool-Seeger Corp. 11-112

Youngstown Kitchens Div. of American-Standard Corp. 1119

Zenith Machine Corp. 11-115
Zenith Radio Corp. 1158-59

Be Sure To See The Whole Show

The exhibits listed on this page are obviously the first stop for appliance-radio-TV dealers visiting these shows. But dealers who visit *only* these booths will be missing a rare opportunity. Why? Simply because:

—three out of four appliance dealers handle non-appliance lines and two out of three think such high profit merchandise will become a more important part of their business in the next five years (EM's Special Report on *Sidelines*, Dec. 1957).

—in Chicago this month and in Atlantic City in July dozens of manufacturers of such lines will be displaying their merchandise . . . and be on hand to answer your questions.

So don't confine your Furniture Mart visits—or your calls in the Merchandise Mart or at the Housewares Show—to just the firms listed here. Instead, thumb carefully through the buyers' directories furnished you at each show when you register and pick out the manufacturers of the related merchandise in which you're most interested. You'll find dozens of furniture, paint, non-electric houseware, floor covering and other non-appliance exhibitors.

Drop in on as many of these non-appliance exhibitors as you can. That's the only way to see the whole show.

FURNITURE MART

Altheimer & Baer, Inc. 546D
Arvin Industries 522
Athens Stove Works 626
Atlanta Stove Works 540B
Auto Stove Works 546A

Barler Metal Products 538B
Barton Corporation 549A
Brown Stove Works 536A

Caloric Appliance Corp. 519

Dixie Products Inc. 524

Eagle Range & Mfg. Co. 547A
Erlich, Lou 549A

Fairbanks-Ward Industries, Inc. 225

Hardwick Stove Co. 1530-31
Homak Mfg. Co. Inc. 540B

Katz, Frank M. 1012
Kemper Bros. 1247
Kingsley Products 1020

Lifton Co., Inc., Harold 941
Lonergan Co., Vincent J. 2351

Marshallan Mfg. Co., The 1144
Marvel Metal Products Co. 516B

National Silver Co. 515B

O'Keefe & Merritt Co. 537A

Parker-Allen Industries 549B

Quicfrez, Inc. 538A

Robbin Products 514B
Roper Corp., Geo. D. 529

Sunray Stove Co. 541-42A

Starbrand Sales Corp. 549A

Tennessee Stove Works 504

United States Stove Co. 504A

Welbilt Stove Co. Inc. 501-502-543B
Wilshire Mfg. Co. 514B

Woman's Friend Washer Div. of Central Rubber & Steel Corp. 511A

HOUSEWARES SHOW

AMI, Inc. 5-48

Alliance Mfg. Co., Inc. 1634

Aluminum Specialty Co. 103-105-107

Artisto-Mat Co. 707-709-711

Arvin Industries, Inc., Electronics & Appliances Div. 784

Arvin Industries, Inc., Furniture & Housewares Div. 665-667-669-671

Barler Metal Products, Inc. 821

Bersted Mfg. Div., McGraw-Edison Co. 523-525-527-529-531

Big Boy Mfg. Co. 1631-1633-1635

Bissell Carpet Sweeper Co. 503-601-602

Block & Co. 672-674-676

Borg-Erickson Corp., The 643-645

Brearley Co., The 318-320-322

Bridgeport Brass Co. 1611-1613

Burgess Vibrocrafters, Inc. 1146

C & H Air Conditioning Fan Co. 1705

Capitol Products Co., Inc., The 766-768

Chelsea Fan & Blower Co., Inc. 1322-1324

Chicago Electric Div., Silex Co. 442-444-446-448-450-452

Clark Co., J. R., The 610-612-614-616

Club Aluminum Products Co. 315-317-319-321

Comfort Lines, Inc. 1302-1303

Cory Corp. 516-518-520-522-524-526

Davis Mfg. Co. 646-648

Dazey Corp., The 233-235

(Housewares List continues on page 76)

NEW CHEVROLET LOAD HUSTLERS— DESIGNED FOR STYLE AND SAVINGS!

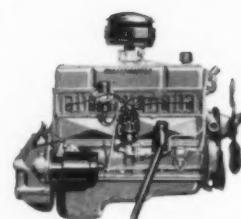


STYLE LEADERS!

Here are trucks you'll be proud to put your name on! Chevy's high-style appearance will make you look good wherever you go . . . and your business is bound to benefit! And it's practical styling that pays off in extra utility. Handsome new Fleetside bodies, for example, are double-walled where it counts. They take a beating from cargo and still keep their good looks. And they offer the biggest loadspace of any comparable low-priced pickup. Thrifty Chevrolet Stepside pickups offer 78-, 98- and 108-inch bodies. If your job calls for a panel, you can choose from models with eight- and ten-foot bodies and G.V.W. ratings up to 7,400 lbs. Or, for door-to-door deliveries, consider Chevrolet's new Step-Van. This fast-working Forward Control truck comes complete with 8-, 10-, or 12-foot walk-in body. Chevy's got a handsome answer to your light-duty hauling needs!

BIGGEST SAVERS!

The standard engine in all these Chevrolet trucks is the most popular dollar-saver in the history of hauling—the latest edition of Chevy's Thriftmaster 6. It delivers 145 h.p., has 235.5 cu. in. of displacement, reliable valve-in-head design, high 8.25 to 1 compression ratio and many more budget-minded features. Or choose the optional Trademaster V8 with 283 cu. in. of displacement, short-stroke design and hydraulic valve lifters for stay-on-the-job economy. Rugged, dependable axles and smooth, efficient transmissions help keep your Chevy saving on the job, too. Make it a point to get the whole Chevy story from your nearby Chevrolet dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



CHEVROLET TASK-FORCE TRUCKS



Blackstone **IS A-BUZZ WITH** **NEW IDEAS THIS YEAR**

**COME UP
FOR A SNACK,
A SIP**

**AND A SNEAK PREVIEW
OF THE GREAT NEW FULL
Blackstone LINE...**

**CONRAD HILTON,
CHICAGO • SUITE 2200
June 16th to 26th**

**BREAKFAST SNACKS 9 to 10:30 a.m.
COCKTAILS 4:30 to 6 p.m.**



**Before you decide
on laundry appliances
Better see
*Blackstone***

America's oldest washer manufacturer—Since 1874

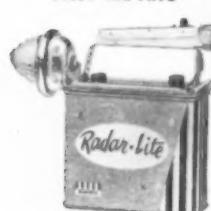
Power-Packed with Sales Appeal for Greater Profits!

Radar-Lights by BURGESS

WITH THE EXCLUSIVE

CORROSION-PROOF FEATURE

FAST MOVING



Radar-Lamp

There's a big demand for this safest portable light! Obsolete flame-type lanterns. Chrome finish lamp with French Grey battery or copper finish lamp with Rust-Tone battery.

RETAIL: \$8.95 with Battery

CORROSION PROOF

Because of Separated Head and Battery Design

Here's a Brand New Profit-Maker!

BURGESS COMPLETE BOAT-LITE KIT

Easy to Sell—Convenient to Buy

Everything to meet Coast Guard Requirements for lights on small boats. Anodized special aluminum alloy parts resist fresh and salt water atmosphere.

BURGESS MAKES THE COMPLETE LINE

Batteries For: Flashlights, Lanterns, Toys, Ignition, Telephone, Radio, Model Ignition, Photo-Flash, Hearing Aids, Industrial Electronics.

BURGESS BATTERIES
BURGESS BATTERY COMPANY FREEPORT, ILL. • NIAGARA FALLS, CANADA

STEBER



Steber Orbrites give you something new in lighting to talk about and sell!

STEBER

ORBILITES

SHOW THEM AND THEY SELL



Swivel Curvettes in black or polished aluminum.

Beautifully designed to blend into any decor, the New Steber Orbrite provides a new kind of flexibility for smart accent lighting. Orbrites highlight furniture, hi-fi equipment, colorful drapes, walls and give unusual indirect lighting effects. Their use is as wide as the imagination.

Orbrites completely shield PAR-38, R-30 and R-40 sealed beam lamps to eliminate annoying side and back halolight. They are available in three sizes, 6, 7 and 8 inch diameters, and in three attractive finishes—white with gold veiling, black with gold veiling or solid neutral graytone. Here's a new item that sells on sight!

Write for Steber Bulletin No. 1091-58
describing the new Orbrites, Curvettes and other
modern Steber lighting units.

STEBER

STEBER MANUFACTURING CO. • Dept. 64, Broadview, Illinois

STEBER MFG. CO. OF CALIFORNIA, Inc.
242 So. Anderson St., Los Angeles 33, Calif.

STEBER-WOODHOUSE, Ltd.
33 Ingram Dr., Toronto, Ont., Canada



RETAIL BATTERY: \$2.45



Radar BEARCAT

Big extra profits with America's finest focusing lantern. Long beam or flood of light. Rugged, compact.

RETAIL: \$6.95 with Battery

CORROSION PROOF

Because of Separated Head and Battery Design
NATIONALLY ADVERTISED

Pre-sold for you! Consumers TOLD and SOLD by continuous advertising in leading magazines, newspapers, Sunday supplements.



RETAIL:
\$17.95
Complete



Detecto Scales, Inc. 102-201-202
Dominion Electric Corp. 465-467-469-471
Dormeyer Corp. 547-549-551-553

Ekco Products Co. 203-204-301-302-303
Electric Steam Radiator Corp. 231
Empire-Amerex Products Corp. 1423-1425
Eska Co., Inc. 1703
Everedy Co., The 668-670

Farber, Inc., S. W. 409-411-413
Federal Tool Corp. 613-615-617-619
Foley Mfg. Co. 307-309-311
Forman Family Inc. 1154-1156
Fresh-Aire Co., Div. of Cory Corp. 516-518-520-522-524-526

General Electric Co., Housewares & Radio Receiver Div.

280-282-380-381-382-383-480-481

General Slicing Machine Co., Inc. 731-733
Gitsware Corp. 1147-1149

Hamilton Beach Co., Div. of Scovill Mfg. Co. 624-626-628
Hamilton Mfg. Corp. 183
Handy-Hannah Products Corp. 229
Hankscraft Co. 1726
Herold Products Co., Inc. 1401-1403
Hoover Co., The 572-574-576
Hunter Div., Robbins & Myers, Inc. 1047-1049

Imperial Clock Co. 5-47
Ingraham Co., E. 1606
Inland Mfg. Div., General Motors Corp. 1735
International Appliance Corp. 120-122

KVP Co., The 324
Kamkap, Inc. 550-552
Kitchen-Aid Div., The Hobart Mfg. Co. 575-577

Kitchen-Quip, Inc. 1816
Food Co. Appliance Div. 1816

Knapp Monarch Co. 426-428-430
Kord Mfg. Co., Inc. 1215-1217

Landers, Frary & Clark 333-335-337-339-341
Lasko Metal Products Co. 1236-1238
Lux Clock Mfg. Co., Inc., The. 1319-1321

Manning Bowman Div., McGraw-Edison Co. 523-525-527-529-531
Marlin Mfg. Co. 775-777
Mastercrafters Clock & Radio Co. 1104
Merit Enterprises, Inc. 1736-1737
Metal Ware Corp., The 218
Mirro Aluminum Co. 443-445-447-449
Mystik Adhesive Products, Inc. 1300-1301

National Engineering & Mfg. Co. 1452
National Food Slicing Machine Co., Inc. 1216
National Presto Industries, Inc. 248-250-252-254

Nesco Industries, Inc. 432
Nicro Steel Products Co., Div. of Cory Corp. 516-518-520-522-524-526

Noma Lites, Inc. 743-745-747

Norris-Thermador Corp. 1627

Northern Electric Co. 1042-1044

Oster Mfg. Co., John 1823-1825-1827

Party-Q Corp. 822

Plastray Corp. 1035-1037

Portable Electric Tools, Inc. 1348

Power Tool Div., McGraw-Edison Co. 523-525-527-529-531

Proctor Electric Co. 704-706-708-710

Quaker Industries, Inc. 650-652-654

Regal Ware, Inc. 243-245-247

Regina Corp., The 764-767-769

Revere Copper & Brass, Inc. 506-508-510-512-514

Rival Mfg. Co. 472-474-476

Robertson Mfg. Co. 1616

Robeson Rochester Ind., Inc. 1046-48

Ronsen Corp. 1430

Roto-Broil Corp. of America 1829-1831-1833

Salton Mfg. Co., Inc. 1716-1718

Seal Sac Inc. 356-358

Sessions Clock Co., The. 1636

Seth Thomas Clocks B-55

Shetland Co., Inc., The. 1247-1249-1251

Son-Chief Electrics, Inc. 211-213

Spartan Electric Radiator Corp. 1803

Sperbi Faraday, Inc., Cooper Hewitt Elec. Div. 268-270

Stetson China Co. B-53

Superior Electric Products Corp. 314

Supreme Products Corp., Div. of American Safety Razor Corp. 1729

Swing-A-Way Mfg. Co. 564-566

Textile Mills Co. 226-228-230

Titan Mfg. Co., Inc. 273

Toastmaster Products Div., McGraw-Edison Co. 408-410-412-414

Tricolar Mfg. Co. 1110-1112

United States Elec. Mfg. Corp. 625-627

Wagner Mfg. Co., E. R. 468-470

Waring Products Corp. 272-274-276

Welman Products, Inc. 342-344

West Bend Aluminum Co. 542-544-546

Westclox, Div. of General Time Corp. B-54

Westinghouse Electric Corp. 740-742-744-746-748-750

* (ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the managements of the Furniture and Merchandise Marts and of the National Housewares Mfrs. Assn. Every effort has been made to include all names of interest to the appliance, electric housewares, radio and television industries, but no responsibility is assumed for errors or omissions.)



NEW AUTOMATIC IRONER is Ironite's deluxe model 95. The first model to come off the assembly line is flanked by C. E. Molhagen, Ironite president, right, and Joseph Moyer, factory manager, left. Other new Ironite models include furniture-type designs and a portaway model which is equipped with large roll-about wheels.

Now! Just in time for Summer TV Sales!

- Summer Colors!
- Summer Styling!
- Sales Features!
- Summer Pricing!

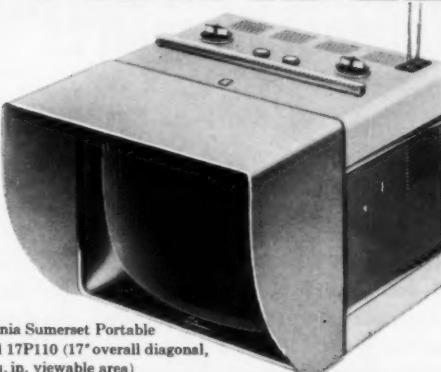


The all new **SYLVANIA**
Sumerset 110 PORTABLE

The new SYLVANIA Sumerset portable has all the deluxe features of high-priced portable TV needed in today's 17" portable market at the popular price where portable sales are made.

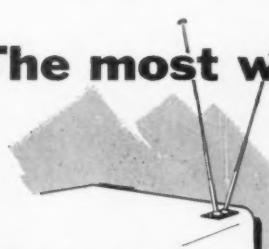
**Offer this FREE Sun Bonnet
with every Sumerset Portable**

Every SYLVANIA Sumerset portable comes equipped with this attractive Sun Bonnet to make outdoor viewing twice as enjoyable. Introduce this exciting new portable with this sensational Summer Promotion.

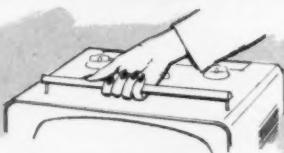


Sylvania Sumerset Portable
Model 17P110 (17" overall diagonal,
150-sq. in. viewable area)

The most wanted selling features in Portable TV



New 40-inch dual antenna. The industry's longest antenna combines with the famous silver screen 85 picture tube and performance-proved S-110 chassis for even greater fringe area performance.



Custom Carrying Handle. The Sumerset features a full-width attractive handle perfectly positioned for balanced carrying.



Super Tetrode Tuner. Assures extremely high gain and greater selectivity—prevents noise and distortion.



Patio Colors. Bright, two-tone color combinations, styled specifically for summer portable TV viewing. Coral and white, mocha tan and white, ideal for Summer Selling.

Now's the time to be a SYLVANIA  DEALER

Quick easy way

to make pipe connections
FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cut cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

ARMSTRONG GAS HEATER



BRAND NEW VENTED CIRCULATOR

A real beauty that looks well in any room. Ultramodern appearance added to tested performance make this a must for dealers.

Finished in durable baked-on tan enamel. The attractive expanded metal front assures rapid distribution of heat. Can be installed close to wall. Has optional horizontal and vertical vent openings with internal draft diverter. Available with manual or 100% safety pilot and automatic temperature controls. MODEL 9120 is AGA Approved for use with any gas. 17½" high, 15" wide, 11" deep. 12,000 B.T.U.

Write for Literature and
Prices on 60 Armstrong
models and sizes

Armstrong Products Corp.
Dept. EM, Huntington 12, W. Va.



In Today's Battle For Men's Minds... Our Greatest Weapon Is Truth

Your Dollars Bring Truth and Hope Behind the Iron Curtain

In a scant few years, the spirit of millions of East Europeans may be broken by the never-ending avalanche of Red lies, restrictions and distortions. A great hope remains for them and for the free world: the 29 powerful truth transmitters of Radio Free Europe. They broadcast the news as it really happens, destroy Red distor-

tions, renew hope that freedom will one day return. But freedom is *not* free. Your dollars are needed to help operate Radio Free Europe, pay for its supplies, announcers, political analysts . . . keep its transmitters on the air. Send your truth dollars today to Crusade for Freedom, care of your local Postmaster.

FREEDOM IS NOT FREE!

Your dollars are needed to keep RADIO FREE EUROPE on the air!

SEND YOUR TRUTH DOLLARS TO
CRUSADE FOR FREEDOM
CARE OF LOCAL POSTMASTER



news AT A GLANCE

Admiral president Ross D. Siragusa predicts sales and earnings increases for 1958 despite a 12 percent downturn in the first quarter. Reasons for his optimism: an expense reduction program; increased government orders; better-balanced inventories . . . Admiral has rounded out its 1958 line with three new refrigerators and a freezer featuring the new slim-line built-in look . . . All 30-inch electric ranges now include picture windows . . . A price cut on the company's most popular radio set was so successful that the idea has been extended to 17-inch TV.

Hobart Manufacturing Co. has launched a spring-push promotion to sign up new displaying dealers of the KitchenAid Home Dishwasher division. The push will be supported by a concentrated advertising campaign in the trade journals.

Maytag has bucked the recessionary trend by increasing its net income for the first quarter of 1958 by 6.6 percent over the same period a year ago. Net income was \$1.8 million.

A turn upward in March sales volume has been noted by **McGraw-Edison Co.** A recent company forecast contends that the results for 1958 will be "slightly better" than 1957. But first-quarter results were considerably below those of a year ago.

Motorola is using forthcoming summer weather as a promotion tool by offering flower seeds, garden tools, and umbrella-table combinations as premiums for the company's spring portable radio promotion.

A jump in home appliance sales in 1959 following an over-all business upturn the end of this year is the prediction of **Norge** president Judson S. Sayre. Basing his predictions on increasing replacement buying and household formations, Sayre sees a jump of 600,000 units in 1959 above the 13.6 million units he thinks will be sold this year. He believes there'll be a demand for over 18 million majora a year by 1963 . . . Meanwhile, more than 9,000 Norge dealers have enrolled in the Cinderella trading stamp plan in which they exchange stamps received for refrigerator purchases for prizes and trips.



JAMES T. BROWN, left, B-W Acceptance Corp. president, and Gordon Hurt, Norge director of merchandising and advertising, discuss the bond coupon feature of a new exclusive payment protection plan which provides purchasers with bonds. After three payments, customers may send bond coupons in place of payment in case of financial stress. The purchaser pays \$5 for the bond which is redeemable from B-W AC at a premium.



A typical BH&G idea that resulted in family fun while doing the family wash

There's nothing so powerful as an idea!

Not so many years ago, the laundry was apt to be a dreary corner in the cellar, strictly for business. Nobody expected to have much fun there, unless it was the kids playing in the clothes chute.

Then came the revolution in home appliances. And Better Homes & Gardens, working hand in hand with designers and manufacturers, began showing homemakers—in page after page of exciting, practical *ideas*—how to merge utility and play areas. With the happy result that

now, as you can see by the BH&G family we've photographed, even doing the wash and playing pool may be all in an hour's *family fun*!

In the pages of Better Homes & Gardens, reality becomes more fascinating than fantasy. And readers eager to turn ideas into actualities are ready to *buy*. That's what makes BH&G such a profitable place to advertise! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

$\frac{1}{3}$ of America reads **BH&G** the family idea magazine
 4,500,000 COPIES MONTHLY

Profit by
Toastmaster
Giant Performance!

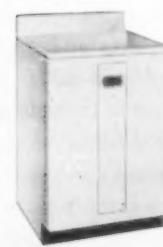
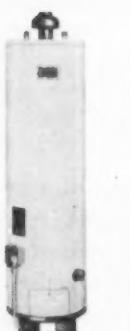
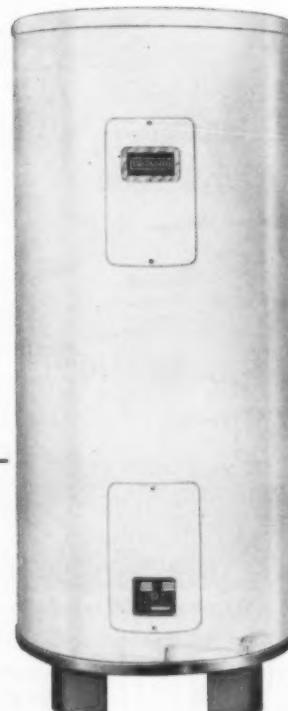


TOASTMASTER "QUICK-HEAT FAST FORTY"

Automatic Electric Water Heater

Build your
Water Heater Business
on these Big Features!

- External Life-belt element prevents lime and scale!
- Super-fast recovery gives as much hot water as conventional heaters almost twice its size and cost!
- Built-in heat trap and cold water baffle for maximum efficiency!
- Heavy-gauge 40 gallon galvanized tank - 300 pound test pressure!
- Fully insulated with fire proof non-sag Fiberglas!
- Space saving - clean - efficient - safe!
- 10 year warranty!



McGRAW-EDISON CO., Clark Division
5201 W. 65th St., Chicago 38, Ill.

TOASTMASTER

Automatic Water Heaters

PAGE 80

news

AT A GLANCE

Sylvania reports that, despite a dip in sales and earnings for the first quarter of 1958, the company maintained or increased its industry position in major product lines. President Don G. Mitchell predicts that "the second quarter will be better than the first, and that the third and fourth quarters will compare favorably with last year." Net sales for the first quarter were \$72.1 million compared with \$87.5 million a year ago. Net income was \$1.1 million compared with \$3.0 million.

Philco Corp. reports a set-back for the first quarter of 1958. Although claiming an increased share of the total consumer product market, the company showed sales of \$74 million with a net loss of \$1 million. The same quarter last year saw sales of \$100 million and a net income of \$905,000.

Webcor has chalked up first-quarter sales that are the second-highest in the company's history, but less than the corresponding period of 1957. Net sales of \$7.8 million yielded earnings of \$146,462, compared to 1957's \$9.3 million and \$354,914.

Westinghouse has made big promotion news by abandoning nine-year-old Studio One and signing up for a new Desi Arnaz-Lucille Ball program package. Said to be one of the largest television packages ever bought by one sponsor, the series of weekly shows will include an hour-long Westinghouse Desilu Playhouse featuring top entertainer guests, plus seven one-hour special programs starring Desi and Lucy. The series will begin in the fall . . . Meanwhile, the company reports that sales billed in the first quarter were \$449.3 million with net income of \$12.9 million.

Whirlpool began recalling employees April 21 to start production on 1958 modular refrigerators and freezers. Total additional employees may run as high as 260. Since January, the St. Paul division has recalled 400 employees to work on vacuum cleaners.

Zenith Radio Corp. has racked up a whopping \$42.2 million worth of business in the first quarter, making a profit of \$2 million. This compares with \$36.7 million in business during the corresponding quarter of last year and a profit then of \$1.7 million.



WITNESS FOR FAIR TRADE is Joseph Fleischaker, president of the National Appliance & Radio-TV Dealers Assn., left, who greets Chairman Peter F. Mack, Jr. (Democrat—Illinois), right, before testifying before the House Commerce Subcommittee on Fair Trade. Fleischaker testified in behalf of House Bill HR10527 for national Fair Trade legislation.



A CROWNING ACHIEVEMENT OF GENERAL MOTORS' 50th ANNIVERSARY

Frigidaire Presents Frost-Proof Freezing



*A most important advance in home refrigeration:
A new kind of cold that eliminates heat and moisture
so freezer frost can never form*

Ever since food freezing added new convenience and thrift to the American home—our inquiring minds at Frigidaire have led the search for the seemingly impossible—a freezing compartment where frost would never form.

Now—after the ordeal through which all such major engineering triumphs must pass—they have reached their goal. Not just in blueprints—or laboratory models—but in functioning fact. The first Frigidaire Frost-Proof Refrigerator-Freezer is on the market.

This marks a major advance in the whole field of home refrigeration. It removes one more task from the homemaker's busy day. Like so many other Frigidaire developments—it adds to the charm of the kitchen home center.

Further, it is a dramatic example of the continuing effort of our designers and engineers and production experts to create "more and better things for more people."

Certainly none among us has a brighter record of such accomplishment than those who first made home refrigeration practical—nearly three decades ago—with the invention of the first nontoxic home refrigerant—Freon.

We at General Motors look upon this latest Frigidaire accomplishment with pride in this, our Golden Milestone year.

Harlow H. Curtiss
President
GENERAL MOTORS CORPORATION

The Golden Anniversary Patented Frigidaire Frost-Proof Refrigerator-Freezer

Introducing to the American home a completely new idea in food freezing. An entirely new kind of cold whisks away heat and moisture—out of the freezer forever—so frost can never form. Food flavor and

vitamins are locked in by below-zero cold. Available in the world's finest foodkeeper—with "Flowing Cold" in Refrigerator compartment—mammoth 133-lb. Freezer Chest and In-A-Door Ice-Ejector.

Styled with the New Sheer Look—Plus

Every Day More Proof

FRIGIDAIRE IS ON THE MARCH

people in the news



J. J. CASSIDY

CASSIDY JOINS E. M.

I am happy to announce that James J. Cassidy, former editor of Electrical Dealer, is joining the staff of ELECTRICAL MERCHANDISING as Associate Editor, effective June first.

Jim Cassidy is a graduate of Syracuse University with an AB degree, served for three years as a Sergeant with the U. S. Air Force and has had wide experience in business magazine publishing, especially in the field served by ELECTRICAL MERCHANDISING.

For two years he was field editor of the variety stores edition of Chain Store Age; for five years he served as eastern editor of Electrical Dealer and became chief editor of that publication in 1957. This magazine was subsequently merged with another electrical publication. He then became associate editor of Television Digest, a weekly newsletter, covering both the broadcasting and TV-radio manufacturing industries.

He has a wide acquaintance among manufacturers, distributors and dealers in the appliance-radio-TV industry. He is an expert on reporting and interpreting marketing trends, sales promotion, distribution and specialty selling.

The addition of Jim Cassidy to the staff of ELECTRICAL MERCHANDISING should help broaden the magazine's editorial scope and coverage.

LAURENCE WRAY, Editor



R. J. SARGENT

Westinghouse Electric Corp.—Richard J. Sargent, general manager of marketing and distribution of the consumer products group, has been made a vice president.

Sargent joined Westinghouse in 1936 and has been engaged in the manufacture and marketing of electric home appliances and consumer goods since that time. He started as a wholesale salesman for the Westinghouse Electric Supply Co., was appointed merchandising manager for the laundry equipment department of the electric appliance division in 1944. In 1952, he became general manager of the major appliance division and assumed his most recent position two years ago.

Lonergan Coolerator Division—M. F. Beisber has been named president. Beisber was formerly director of market research and distribution for another McGraw-Edison division, Line Material Industries.

Revco, Inc.—Howard D. White, co-founder and formerly executive vice president, has been elected president by the board of directors.

White assisted in forming Revco in 1938 after several years with Westinghouse. As vice president and director of engineering, White has guided the successful development of numerous processes and products.



M. F. BEISBER



H. D. WHITE

Sutton Corp., Inc., O. A.—H. W. Hibshman has been appointed vice president, sales and distribution. He replaces Albert S. Bross, who has resigned and will announce his plans in the near future.

Hibshman has been general marketing manager of television for Hotpoint, Inc. Recently Hotpoint placed the room air conditioning marketing program under his direction.

Stanley Howell has become product manager of a newly-created fan and heater division.

Du Mont Laboratories, Allen B.—Robert C. Furlong has been appointed sales manager of the television receiver division.

Furlong has been the marketing manager of Du Mont's receiver division. He joined Du Mont after eight years in key posts with Philco.

Geneva Modern Kitchens—J. Gordon Marshall has become sales manager. This move follows the promotion of D. R. Barber, former Geneva sales manager, to sales manager for a newly-formed contract division of the Howell Co. Both Geneva and Howell are divisions of Acme Steel Co.

Marshall has been associated with Geneva since 1937, serving in various sales positions. Most recently, he worked with Barber as assistant sales manager.

Chambers Built-Ins, Inc.—C. E. Parson, former advertising manager for Chambers, has rejoined the Chicago firm as director of advertising and sales promotion. Parson, who was with the firm for six years, had more recently been in charge of advertising for Avco's American Kitchens.

Parson originally joined Chambers in 1950 to help organize the firm's cooking demonstration program.



H. W. HIBSHMAN



R. C. FURLONG



J. G. MARSHALL



C. E. PARSON

Commander E. F. McDonald, Jr., died in Chicago May 15 at the age of 72. He was founder, president, and recently board chairman of Zenith Radio Corp. and has held a leading role in the industry since 1923. He actively influenced radio broadcasting, military use of short-wave radio, television development and broadcasting, AM radio, economical hearing aid development, and, of late, subscription television.



E. F. McDONALD, JR.



G. F. FORSTHOEFL

Here's a tie-in that will wrap-up more dehumidifier sales!

HONEYWELL'S AUTOMATIC PLUG-IN
DEHUMIDIFIER CONTROL—simplified,
automatic action; just plug it in.

NEW LOW
RETAIL PRICE \$119.5



HERE'S THE WAY to cinch more new dehumidifier sales and pick up plus profits from the hundreds of dehumidifier owners already in your community.

Show customers how easily they can have automatic "set-and-forget" protection against moisture damage—without the bother of manual operation.

Honeywell's automatic control eliminates guesswork and ends frequent trips to turn the dehumidifier on or off.

With this Honeywell control the dehumidifier is on only when it's needed—when the humidity reaches the selected dial setting. And as soon as the humidity drops, off goes the dehumidifier, automatically.

Automatic operation saves money, too. Without needless operation there's less wear on the unit and less electricity used.

Get complete details on this easy profit-maker. Call your wholesaler or jobber. Or mail coupon today—



MINNEAPOLIS-HONEYWELL
Dept. EM-6-62
Minneapolis 8, Minnesota
Please send me complete information about the Honeywell Automatic Plug-In Dehumidifier Control.

Name _____

Firm _____

Address _____

City _____ State _____

Honeywell



First in Controls

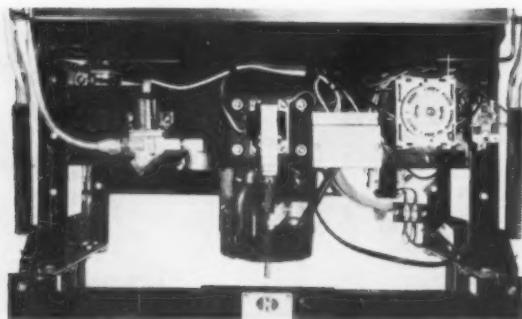
KitchenAid® is designed for dealer sales,

The new KitchenAid Display Merchandiser is a powerful dealer profit package. You get promotional and on-the-spot selling aids that stop and interest your store traffic, make these prospects take an active interest in your KitchenAid display—the kind of interest that turns into sales! A KitchenAid dealer's efforts are backed by intensive, continuing advertising on the national and local levels to prospective dishwasher owners, YOUR POTENTIAL CUSTOMERS!



New KitchenAid Display Merchandiser for dealers. Along with counter-card, mobile and other point-of-sale aids, the complete kit includes a customer-selling easel, 18 pages of features and reasons for "Why Buy KitchenAid."

for installation ease... and for



"Serviceman's view" of a KitchenAid, showing how all connections for installation, all components for servicing, are readily accessible from the front. No need to unplumb. No special tools for installation or service.

KitchenAid design offers you another plus: installation and service ease—for every model in the line. (Once installed, a KitchenAid doesn't use up your profit with constant service calls). Gravity drain or automatic pump-drain features provide the installation flexibility needed for adapting to *any* plumbing situation easily, quickly and without added plumbing costs. Every model has the same performance-proved features that set KitchenAid apart as the quality dishwasher of the industry: Timed Spray Cycle; Hobart revolving power wash and rinse; circulated, electrically heated air drying; dual strainer system; spacious, quiet, independently rolling, front-loading racks with completely "effective capacity."

And here is KitchenAid, silently presenting the strongest argument a dealer could have in his favor: a complete load of tableware, washed clean and dried bright! This is your *best* salesman, a KitchenAid in action. Our records show that *one* KitchenAid sold will help sell at least three more when it is seen in action in the home of a friend.

Write KitchenAid Home Dishwasher Division, Dept. KEM, The Hobart Manufacturing Co., Troy, Ohio. In Canada: write 175 George Street, Toronto 2.

Customer Satisfaction



KitchenAid® dishwashers

The Finest Made... by 

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

new products

ANNA A. NOONE Editor



Tappan "Fabulous 400" electric range

Tappan Introduces New Ranges also Refrigerator-Freezers

Tappan's new range line includes a new concept in cooking design, "The Fabulous 400," built-in gas and electric ovens that look the same and fit into same cabinet cut-out; 2 free-standing gas ranges and a refrigerator-freezer combination.

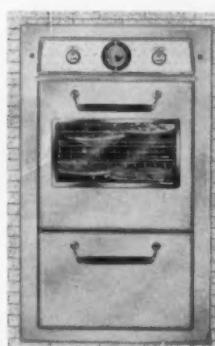
"Fabulous 400" a 40-in. wide electric unit combines versatility of free-standing with level built-in; designed to be hung on wall or set on a cabinet, a new Adjus-to-Hite feature enables a homemaker to have oven and top unit at any desired height.

Features include 2 side-by-side Visual-Hite ovens with 2 sealed glass doors that swing out to left and right; ovens are turned sideways for more convenient use, have chromium linings; a rotisserie is mounted from left to right in larger oven.

A hide-away cooking top slides under oven when not in use and units are automatically disconnected; top slides out as a platform and locks into position with 4-in-line elements; full width fluorescent light under 2 ovens lights cooking surface; cooking top has swivel type Flexo-Speed elements with a combined wattage of 7100—2 are Set-'n Forget, and thermostatically controlled.

Star-Lite control center, lighted from edge has a roastmeter which

turns oven off automatically when roast is done, and top oven element retains 350-watts to keep roast warm until removed; controls for rotisserie, top units, cooking lights an automatic clock and a 60-min. timer are included in control center.



Tappan built-ins

Built-Ins

Concealed oven venting on built-in gas ranges has made it possible for Tappan to offer identical built-in ranges in gas and electric—the new built-ins look the same and fit same cabinet cut-out; replacing the former vent is a new fleur-de-lis illuminated control panel with automatic clock, minute minder, thermostat and selector switch, all located

at eye level; other features include chrome-lined ovens; wide-vision Visualite window; lift-off oven door; removable oven door seals; a built-in rotisserie is also available; Lusterloy, Copperloy, white, pink, yellow or green finish.

Gas Ranges

Revelation, a 40-in. gas range features a high glass splash panel with gold fleur-de-lis design and chrome trim; a full-width fluorescent tube; 3 basic controls housed in Tel-U-Set control center include automatic clock oven timer, automatic roaster dial and Visiguide



Tappan "Revelation" gas range

temperature and cooking time guide; lift-up range top for easy cleaning; safety lock valve knobs; adjust-to-height broiler; deep broiler pan; chromium broiler grill; chrome lined oven has wide-vision Visualite lift-off door, matchless ignition; cool-to-pilot; titanium finish.

Meadowbrook, a 36-in. model incorporates many features formerly found only on 40-in. models—Tel-U-Set shadow box control center; extended aluminum fluorescent light; 2 easy-to-dial Visiguides; divided top; 3 Sizzle 'n Simmer burners and 1 Set 'n Forget thermostatically controlled burner (matchless lighting of oven and broiler and "griddle-in-middle" optional); chrome-lined oven and Visualite oven door; 2 large storage drawers; (a new Flame-Kissed Bar-B-Q range top rotisserie optional); titanium porcelain finish.

Refrigerator-Freezer

Tappan refrigerator-freezer combinations TX-140 and TX-120 can be installed as free standing or built-in companions for the Tappan built-in oven and surface unit line.

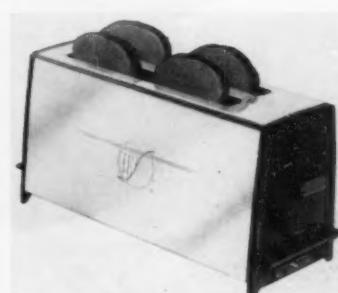
Features include a "Cold Wave" system in refrigerator compart-



Tappan refrigerator-freezer

ment—evaporator plate, concealed behind porcelain enamel refrigerator cabinet and a small fan, operating only when door is closed, circulates air gently within refrigerator, preventing stratification of temperatures, expediting defrosting; water drains through tube into evaporator pan.

No. TX-104 has 13.7 cu. ft. total capacity—9.1 cu. ft. refrigerator and 4.6 cu. ft. freezer area; No. TX-120, 11.8 cu. ft. total capacity with 7.5 lb. freezer capacity. Other features include adjustable shelves; crispers; meat tray; door storage for eggs, cheese, butter and tall bottle storage. Freezer features slide out basket and door storage areas. The Tappan Co., Mansfield, O.



Toastswell 4-slice toaster

Toastswell Toaster

"Four Star" 4-slice automatic toaster; new baffle enables 2 pieces to be toasted if desired; no preheating required; fully thermostat controlled; selector can be set for 9 shades; toast pops up to remove; Trichrome finish, cool plastic front and back; hinged bottom plate for easy cleaning; weighs 6 1/2 lbs.; 1290 watts 110 volts, a.c. The Toastswell Co., 620 Tower Grove Ave., St. Louis 10, Mo.

Another symbol of Norge Progress Exclusive NORGE DIS

Adds
All Washday
Wonder Products
Automatically!



Injects New Life Into Clothes

Here, at last, is an automatic washer that lets women add *all* the washday wonder products they need...all at the proper time...all automatically. Not only do detergent and bleach go into the wash water, but also water conditioner goes into the first rinse to get rid of stubborn soap film...and fabric softener goes into the final rinse to restore like-new softness and fluffiness. Your customers will o-o-h and a-h-h when they see and *feel* the difference it makes in the clothes...when they com-

pare 'em with clothes washed in ordinary automatics.

Norge's exclusive new 4-compartment Dispensomat makes it all possible. The housewife just preloads it with laundry products when she starts the machine.

There are no dials to set. No watching for a cycle to end. Nothing to go wrong. It's the kind of a "stopper" feature you dream about. Backed by an intriguing, rock-ribbed benefit story. Clinched by demonstrable proof of cleaner clothes!

SALES SPECTACULAR!

A complete demonstration package!
Exciting free gifts to pull in traffic. Demonstration kits to spell out Dispensomat story. A red hot stamp plan to keep salesmen fired up. Special allowances for hooking up demonstration model. And a new skip-payment financing plan. Every base is touched to assure record turnover and profits!



**GET FULL DETAILS FROM YOUR
NORGE DISTRIBUTOR TODAY!**

NORGE
NORGE SALES CORPORATION, Subsidiary

in Engineering for Sales...

PENSOMAT WASHER

America's First Fully Automatic Washer



AWD-502 Washer and DG-500 Dryer

is The Dealer Profit Line

of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales, Borg-Warner International, Chicago 3, Illinois

"Fabric Formula" Washing Assures Longer Life For All Clothes

No confusion! No worry about how to wash the puzzling maze of new fabrics. With Norge, you just dial the fabric you want to wash. New Fabric Guide shows at a glance the proper settings for wash speed, spin speed, time cycle, water temperature. All clothes get custom care... automatically. But, unlike most washers, you're not restricted to these settings... you can change them as you choose to suit local conditions or personal preference. Plus—

- New "Fabric Formula" 2-Speed Agitator
- Automatic lint removal without messy filters
- Round-the-Clock Timer • 5-Way Super Rinse
- 5-Year Warranty on Transmission Components

MATCHING "FABRIC FORMULA" NORGE DRYER
tailors the drying to fit the fabric!

Another Blockbuster in Norge's Continuing Pageant of Progress!

Add another outstanding achievement to the progress we promised back in 1954. It will take its place in the unending stream of spectacular exclusives that we have unveiled since that date. Exclusives that have scooped competition at every turn... generated excitement... swung sales to Norge. Add the sledgehammer blows of Norge's imaginative, power-packed merchandising, and you see why Norge is by far the hottest line on any dealer's floor... truly THE DEALER PROFIT LINE!

new products



Ironrite deluxe automatic No. 95

Ironrite Announces Five Automatic Ironers

Five new Ironrite models featuring improvements in design and mechanical operation are announced by Ironrite; new motors, motor housings, running gear mechanisms for quiet, smooth operation; improved thermostats; tip-up forming board which slides to right or left for easier access to ironing points; new exterior and interior design. Basic features including 2 completely usable open ends have been retained.

No. 95, deluxe, finished in white enamel with metal cover. No. 90 is similar without cover.



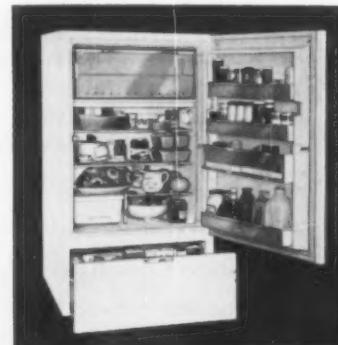
Ironrite furniture-type model 98

No. 98, new furniture-type model; comes in Cherry Fruitwood or limed oak; when closed the cabinet resembles a deluxe hi-fi unit.

Cabinet sides swing out and front and top raises with full access to ironer in matter of seconds.

New standard model No. 890, a space-saving folding unit in chrome frame; has mechanical improvements; new big wheels for easy rolling.

Deluxe Ironrites carry a 20-year guarantee, including replacement of parts if they wear out during normal household use. Ironrite Inc., Mt. Clemens, Michigan.



Kelvinator refrigerator K71H-11

Kelvinator Refrigerator

Kelvinator's 11-cu. ft. "Style Mark" refrigerator holds 70-lbs. frozen food—50-lbs. in full-width chest and 20-lbs. in storage tray below. A 2.5 cu. ft. drawer below fresh food compartment for storing unrefrigerated foods. 3 shelves in cabinet have decorative fronts; single moisture-seal crisper; 3 removable aluminum door shelves include an extra deep shelf for large bottles and jars; twin handi-chest in door provides butter and cheese storage, and a specially designed shelf above holds small packages; safety door opens within the cabinet width.

Price, "in the area of \$200." Kelvinator Div., American Motors Corp., Detroit 32, Mich.



Waste King Convert-table dishwasher

Waste King Dishwasher

A convertible dishwasher-dryer equipped with 47 x 26 in. Formica drop-leaf top which can be used as a breakfast counter or work surface is announced by Waste King, combining the mobility of a portable unit with all the capacity and design features of the firm's permanently installed dishwasher-dryers. Removable drop-leaf top and front panel, and flexible water and hose connections makes it adaptable as a free-standing or undercounter appliance; snap-on rubber swivel castors. Available in Deluxe and Custom models. Deluxe is topped with white sequin Formica top; Custom come with tops in 5 hues and patterns—tan linen, white sky-lark, gray linen, birch picwood and primrose skylark.

Both models available with or without wetting agent injector system; Fiberglas insulation and "Hush Cushion" mounts deaden operating noises; Deluxe consumes 9 gal. water, Custom, 8 gals.; 37½ min. cycle for Deluxe and 45-min. for Custom. Sink adapter kit contains 5 adapters to fit faucets of varying diameters and an adapter for attaching hose to faucets with internal threading; water connection and discharge hoses stored in recessed compartment in back panel. Oven type, pull-down door makes 2 drawer-type vinyl covered, roll-out racks easily accessible; a single waste-level control knob pulls out for starting; Deluxe also features a series of 5 lights to indicate each stage of washing-drying cycle; any phase can be eliminated, shortened, repeated by turning knob to desired position; stainless steel water distributor has 70 fine spray holes; detergent cup inside door automatically ejects detergent as water flows in; reservoir and nozzle for storing and injecting detergent-type liquid inside door.

In Deluxe, rinse water is raised to 160 degs. by thermostatically controlled element before final rinse begins; heater goes on and

off to maintain constant temperature. Custom element remains on during entire cycle; at end of drying cycle pump goes on for a half minute to drain out condensation then shuts off automatically.

Prices: Custom \$419.95; with wetting injector, \$439.95; Deluxe, \$469.95; with wetting injector, \$489.95. Waste King Corp., 3300 E. 50th St., Los Angeles, Calif.



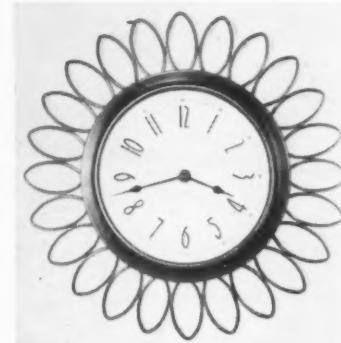
Quicfrez Imperial

Quicfrez Refrigerators

"Square look" Quicfrez refrigerators announced include Imperial and Stylist models in 10 and 12 cu. ft. sizes to match Quicfrez "square look" upright freezers and Built-Ins introduced earlier in year.

Imperial 10 and 12 cu. ft. are the company's deluxe refrigerators. Stylist, 10 and 12 cu. ft. models feature the "square look" but the 8 cu. ft. Stylist and the 8 cu. ft. Custom retain rounded corner design. Inside opening safety door latches are used on all models.

Included in freezer line are 14 and 20 cu. ft. upright freezers and 14½, 17½ and 20½ cu. ft. chests. Quicfrez Inc., Fon du Lac, Wis.



Westclox "Frill"

Westclox Clock

"Frill," a decorative electric wall clock, is now available in black wrought iron as well as brass-finished petals introduced earlier.

Case and petal design are all-metal; shatterproof crystal; sweep second hand and Arabic numerals are other features; 12-in. diam.

Price, \$8.98. Westclox Div., General Time Corp., LaSalle-Peru, Ill.

One-stop buying...

Combine convenience and buying efficiency while you shop every top brand in the industry. Comfortably air-conditioned.

Non-stop selling...

Open all year 'round to serve your individual business requirements... it's always market day!

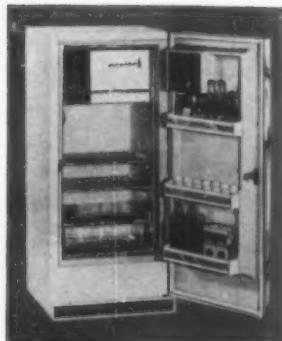
Best stop for home furnishings

Be sure to attend the big event... the International Home Furnishings Market, June 16-27.



The Merchandise Mart
CHICAGO

new products



Admiral refrigerator C 944T

Admiral Refrigerators, Freezer

Three new "built-in look" refrigerators (C944T, C933 and CA11-54T) and a freezer (V94) have been added to Admiral's 1958 line. In addition the "Giant Picture" oven window has been added to the entire regular 30-in. range line.

CA1154T, 11 cu. ft. model is 58-in. high, 28-in. wide, 27½-in. deep; features pushbutton automatic defrost; full width freezer chest and drawer; 2 ice cube trays automatic interior light; 3½ shelves (½ shelf removable) full width crisper, butter and cheese chest; 4 door shelves including an egg shelf; safety door handle; stainless steel exterior trim.

C944T and C933, 8-cu. ft. deluxe and standard Slimline models 24-in. wide, have full width freezer chest and drawer; 2 ice cube trays; automatic interior light; 3 full width shelves safety door handle. C944T has full width crisper; butter and cheese chest; 3 door shelves including egg shelf. All models have Glacier blue porcelain interior; rollers optional.



Admiral freezer V 94

V94, 8.4 cu. ft. upright freezer, a companion for the 8-cu. ft. refrigerators features circulating cold shelves (4 shelves have freezing coils); complete door storage; Slimline design with "built-in look" cabinet 56½-in. high, 24-in. wide; holds 289 lbs; safety door handle. All models have doors that open

90 degs. within width of cabinet for flush-to-cabinet installation.

The ranges which now have the Giant Picture oven window are models 3081W and 3082W.

Prices, C944T, \$269.95; C933, \$249.95; CA1154T, \$339.95; V94, \$179.95. Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.



Gaffers & Sattler Bon-Aire cooler

Gaffers & Sattler Room Coolers

This new 1958 room cooler line, including portable Bon-Aire and Carry Cool models features new styling, portability and technical improvements.

Bon-Aire features include a recirculating pump; 4-way directional grille; recessed handle for easy portability and a new 2-speed throw switch.

Model 1000P is equipped with powerful blower, filter, directional grille controlling flow in 16 basic directions, and 2-speed dial; also recirculating pump and water level indicator; window filler panels available for permanent installations.



Gaffers & Sattler Carry Cool

Carry Cool, equipped with 12-in. fan, recirculating pump, water level indicator, 2-speed throw-switch; louvers on back that also permit it to function as exhaust fan for kitchen; top handle. Rollaway stands for all models, \$8.33 extra.

Price, Bon-Aire, \$39.95; No. 1000P, \$79.95; Carry Cool, \$48.25. Gaffers & Sattler Co., 4851 S. Alameda St., Los Angeles 11, Calif.



Electrikbroom No. 600

Regina Electrikbroom

The new model 600 Electrikbroom is more streamlined in design than its predecessor; improvements include larger filtering area; dirt cup with more useable space is redesigned to a shape that makes it easier to remove and empty; weighs 6½ lbs.; swivel action nozzle gets into hard-to-reach places; hangs on hook in closet; ½ h.p. motor; filter of specially woven pleated material; a 6-piece accessory set is optional and includes a 7-ft. reinforced rubber hose, wall tool, drapey brush, dusting brush, radiator tool and an extension tube with elbow; driftwood and copper tone.

Price: No. 600, \$49.95; accessory set, \$18.95; extra dry mop, \$1. The Regina Corp., Rahway, N. J.



Norge 15-cu.ft. refrigerator-freezer

Norge Refrigerator-Freezer

A 15-cu. ft., 2-door refrigerator-freezer with 162 lb. freezer on bottom is announced by Norge.

Swing 'n Serve shelves and crisper swing clear of refrigerator interior and may be lifted out for serving, cleaning etc.; die-cast aluminum frames attached to grooved steel rod; shelves can be raised or lowered to new positions with small lever; automatic Handi-Cube ice dispenser can be filled without tray being removed with a specially designed plastic container; when freezing is complete, cubes are automatically released into slide-out ice bin; 108 cubes can be kept dry and separate, ready for immediate use. Double-deep handiord storage in refrigerator section includes adjustable

shelf; 2 shelves for small containers, a dairy keeper with molded egg-nest container.

Dual interior lights, portable meat saver for short-time storage, moist-cold compartment with food freshener plate, are additional features in main storage compartment.

Two heavy-duty wire baskets in freezer compartment roll out; frozen food package and juice-can dispenser built into door, releases one package at a time; zero-degree freezer locker door operated by foot pedal.

Customatic cold system automatically maintains correct temperature in freezer chest and moist-cold compartment regardless of season, climate or load.

Artic blue interior with aluminum chrome and stainless steel hardware; Norgloss white baked enamel exterior; shadow-box door styling; 31 in. high, 68½ in. deep, 28½ in. deep.

Price, \$629.95. Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54, Ill.



Imperial EGM-11T

RCA Whirlpool Gas Refrigerators

Four new gas refrigerators are announced by RCA-Whirlpool.

Top-of-line Imperial EGM-11T, a 2-door, 11 cu. ft. model has an automatic "Ice Magic" ice maker; separate 70-lb. freezer; automatic defrosting. "Ice Magic" makes semi-circular disks of ice automatically, deposits them in a handy storage bin, fills itself with water and freezes a new supply, until automatic control indicates that ice bin is filled.

Other features include 2 glide-out aluminum shelves with safety stops, tilt-out compartments for butter and eggs; full width door shelves, adjustable cold control; twin porcelain enamel crisper drawers; porcelain enamel interior; rosewood inlaid door handles; pink interior liner with blue, charcoal, and gold trim.

Two single door models available in July have 10 cu. ft. storage capacity, 49 lbs. frozen food in separate freezer. Both Supreme EGM-10 with "Ice Magic" and Supreme EGS-10 have sliding shelves; twin porcelain enamel crisper drawers; tilt-out compartments; full width

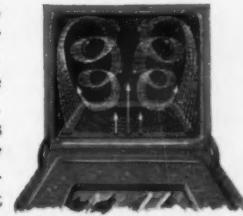
SELL

Universal's "Air-Conditioned" oven and you've sold your customer!

*Exclusive design Super Oven with built-in
circulation control keeps heat
better balanced for perfect baking*



Now Universal has air-conditioned the oven to make every housewife a better cook. Tell your customers about this amazing new oven design—how it actually spreads a blanket of heat more evenly to every square inch of the baking area. It's even heat, you know, that makes cakes higher, pie crusts flakier, roasts juicier. Show them how the built-in circulation control constantly circulates this even heat to eliminate hot spots and cold corners. They'll get exactly the heat they want—all through the oven—all of the time.



See how heat circulates
evenly throughout oven.

- **SMOKE-PROOF BROILING.** Melted fats and greases can't smoke or burn. Universal's specially designed broiler grille drains away and traps them in the pan underneath. Kitchen stays cleaner longer.

- **"OBEDIENT BURNER" COOKING.** Turn the dial and each self-lighting burner obediently delivers precisely the heat wanted, instantly. Ranges with Simmer-Save feature permit an unlimited number of measured cooking heats.

Air-conditioned baking . . . smoke-proof broiling . . . obedient burner cooking. Every Universal gas range gives you the fastest-selling features in the business—features you can demonstrate and sell. For more information, see your Cribben & Sexton representative or contact Cribben & Sexton Company, 700 N. Sacramento Blvd., Chicago 12. Phone: VAn Buren 6-4600.

Featured in *Life*, *Better Homes & Gardens*, *House Beautiful*

UNIVERSAL

GAS RANGES

CRIBBEN & SEXTON COMPANY, CHICAGO 12, ILLINOIS. A COMPLETE LINE OF DOMESTIC AND COMMERCIAL GAS RANGES, BUILT-IN RANGES, DISHWASHERS, GAS CLOTHES DRYERS, GAS INCINERATORS, AND SPACE HEATERS

new products

RCA-WHIRLPOOL (cont'd)

door shelves; adjustable cold control; porcelain enamel interiors; in EGS-10 2 lever ejecting ice trays replace automatic ice maker.

Custom model EGC-9, also available in July, has 9 cu. ft. storage, 32 lb. freezer compartment; push-button defrosting; glide-out meat tray; 2 lever-ejecting ice cube trays; twin crisper drawers; full width door shelves; butter compartments and egg racks; 1-sliding shelf; porcelain enamel interior. Whirlpool Corp., St. Joseph, Mich.

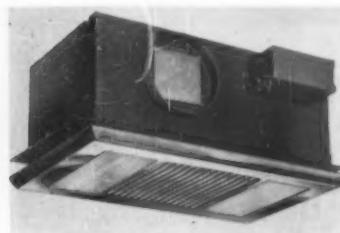


Atlas-Aire fan No. 820-PM

Atlas-Aire Fan

Atlas Tool's latest fan is the 20-in. mobile 820-PM; adjusts up or down from 42½ to 60½ in.; turns through a full circle offering unlimited positioning.

Basically a suitcase type fan with 2-speed motor; lightweight steel frame; rubber-tired wheels; modern styling; tan and white finish. Atlas Tool and Mfg. Co., 5147 Natural Bridge, St. Louis 15, Miss.

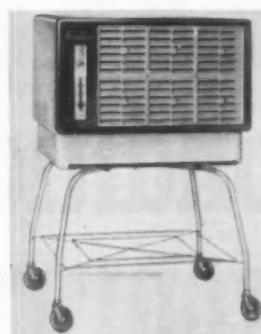


Fasco "Slim-Trim" ventilator light

Fasco Ventilator

The Fasco series 655C ventilator light with "Slim-Trim" look, designed for the builder, is easy to install; prewired, the unit features chrome snap-in grille; ribbed milk glass defuses light from two 60-watt bulbs; for bath and utility room; quiet impeller unit exhausts odor and moisture.

Price, \$37.50. Fasco Industries Inc., Rochester 2, N. Y.

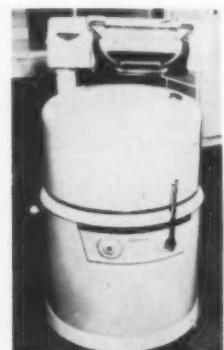


Marvelaire B-2450 portable cooler

Marvelaire Portable Coolers

A new line of 3 portable air coolers is announced by Marvelaire Cooler Co., featuring 110/120 volt, 1-phase, 60 cycle motors, recirculating pumps, cabinets of hot dipped galvanized welded construction, drop cords, and accessory stands finished in gold to blend with gold control panel.

B-2450 features six 4-way directional air flow grills; fingertip pushbutton switches, separate motor driven pump; blower wheels delivering extra large quantity cool filtered air. B-2450 and B-1950 feature 2-speed controls for cooling and ventilating. B-2450 is adaptable to window mounting with accessory kit. Accessory stands include a console table for all models and a portable stand with casters for B-1950 and B-2450. Air delivery ranges from 1450 FPM for low cost model B-1450 to 2450 FPM for large Deluxe B-2450. Marvelaire Cooler Co., 2417 E. 15th St., Los Angeles 21, Calif., and 3223 Brown St., Little Rock, Ark.



Norge wringer washer FW-59PTE

Norge Washers

Exposed rolls for convenience are featured in the new Norge wringer washers; open-top Pressure Sentry wringer has 4 coil springs, 2 at each end of rolls, which provides constant, uniform pressure control.

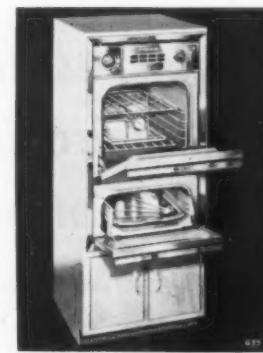
Other features include easy-to-

see operation; instant action pressure release bars; easy to reset; 2½ in. rolls; hard maple oil impregnated bearings; no tension adjustment.

Four of the 9 models in line have 10 lb. capacity and 5 have standard 9-lb. tubs; porcelain tub interiors and exteriors; top models have chrome trim with yellow and charcoal accents.

Cup shaped automatic lint filter is standard on 3 models; power rinse on 6 models; pump provides fresh water circulation that unfolds and rinses each article; tub empties in less than 2-min.; all models have 5 casters for added stability.

Price, up to \$189.95 for top model. Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54, Ill.



Roper Custom Deluxe oven No. 635

Roper Built-Ins

A new line of built-in gas oven-broiler units and 8 built-in gas top burner cooking units is announced by Roper.

Features in the ovens include a motorized rotisserie with "Thermo-Spit" meat thermometer in Custom Deluxe No. 635; "Jet-Speed" oven burner; Insta-Matic automatic clock control with 1-hr. timer; "X-Ray" oven doors and grey enamel linings, on No. 635 and Custom Deluxe No. 630. Smokeless broilers have "Serv-Hot" grill. Two other oven-broiler units Deluxe No. 615 and No. 610 round out line. No. 615 has 1-hr. timer alarm-clock, Insta-Lite automatic lighting, blue oven and broiler linings; separate "Silent-Roll" smokeless broiler with porcelain enamel grill and pan. No. 610 identical with manual lighting.

All units come in Satin Chrome or 4 porcelain enamel colors; standard equipment includes chrome Insta-set control panel, stainless steel frame; 17-in. Bake-Master oven with interior light; automatic oven heat control; Safety-stop oven racks, "Air-Cushion" oven and broiler door seals.

Eight built-in gas top burner units include 2 flush-to-countertop installation with Hudee rim for firm, flush mounting in any counter surface; low-cost installation; several feature tops that adjust up or down and fronts that move in or out to accommodate tile or special cabinet installations; all fit standard

cabinets in wood or steel; largest is a 38-in., 5-burner model with thermostatically controlled "Tem-Trol" center burner that converts to an automatic griddle, narrow 2-burner and 4-burner "cluster" models feature top burner heat control and a low-cost version with "Simmer-speed" burners. Top-of-line models have "Tem-Trol" automatic and "Circle-simmer" speed burners. Built-ins come in 4 decorator colors or satin chrome finish. Geo. D. Roper Corp., Kankakee Ill.



Warm Morning incinerator

Warm Morning Incinerator

Warm Morning, L-16, smokeless-odorless gas incinerator consumes garbage and combustible trash without smoke or odor; uses natural, manufactured, mixed, L-P gas or L-P gas-air mixtures.

Specially designed dual gas burner and a system of interior baffles provides smokeless-odorless feature. Flames from front part of burner are directed into brick lined combustion chamber, consumes average load of 1.6 bu. garbage in approximately 2½ hrs.; flames from rear of burner are concentrated in a secondary chamber separated from main burning area by porcelain enameled heavy steel baffle extending up from bottom, and an additional heavy cast iron baffle extending down from top; products of combustion released from burning refuse pass over front baffle, through a mesh screen, down and under second baffle and directly through flames of rear burner, where smoke and odor are consumed.

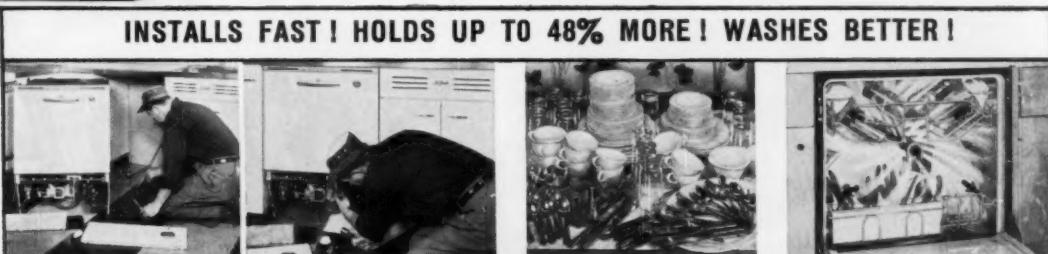
A built-in barometric damper keeps chimney draft constant and reduces flue temperatures. "Basotrol" automatic clock timer may be set for any period from 10-min. to 4-hrs.; when pre-selected time is over, timer automatically turns off main burners. Constant burning pilot flame of 1,000 Btu input ignites main burners; safety valve shuts off all gas automatically if pilot goes out.

Cast iron top and feed door, dark green porcelain enamel; drum and base, heat resistant baked silicon enamel in lighter green. Locke Stove Co., 114 W. 11th St., Kansas City 5, Mo.

Big Frigidaire Dishwasher news— 2 great series, matching Sheer Look-Plus!



Custom Imperial Model DW-IUZ (illustrated) has two detergent wash cycles and three rinses, including automatic "Spots-Away" rinsing and drying. Choose from Sunny Yellow, Turquoise, Charcoal Gray, Mayfair Pink, Aztec Copper, White, or optional Satin Chrome finish in some models.



Minute-Man under-counter installations are easy with 24" modular construction and new, safe, easy-reach wiring and plumbing connections. No heavy tub to remove! (1) Rough-in utilities in opening 24" W x 34½" H x 24" D. (2) Slide dishwasher into place and connect. Make plumbing connections in front on left, wiring on right. (3) Attach bottom panel.

New Frigidaire 24" Dishwasher holds 12 full place-settings *plus** . . . as much as 147 pieces . . . up to 48% more than other leading 24" models checked.

Every dish comes "Sparkle-Clean," with Turbo-Spray washing action. Custom Imperial models have 2 wash cycles and 3 rinses, including new "Spots-Away" rinsing and drying.**

* National Electrical Manufacturers Association Standards.
** DeLuxe model has a slightly different operating cycle and does not include "Spots-Away" or Dual Detergent Dispensers.

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YOU CAN SELL THE BEN-HUR "SPECIAL 18" FOR LESS THAN MOST 12 cu. ft. FREEZERS



3

A COMPLETE
PROMOTION
PACKAGE READY
FOR YOU TO USE

MATS
BANNERS
LETTER
DISPLAY LAYOUT



THE TRADE NAME OF SATISFACTION

BEN-HUR has the product and the program
plus freezer sales know-how to help
you sell more freezers in 1958

CUSTOMER ACCEPTANCE

MORE PEOPLE ARE BUYING
BEN-HUR FREEZERS TODAY
THAN EVER BEFORE!

(Sales up 45% for the
first four months of 1958)

1



A SPECIAL DELUXE
EQUIPPED BEN-HUR
FREEZER... AT A
BUYER'S PRICE... WITH
TOP PROFITS FOR YOU

2

*Replacement Compressor Price Pro-rated after 5 years.

DEALERS EVERYWHERE ARE WINNING
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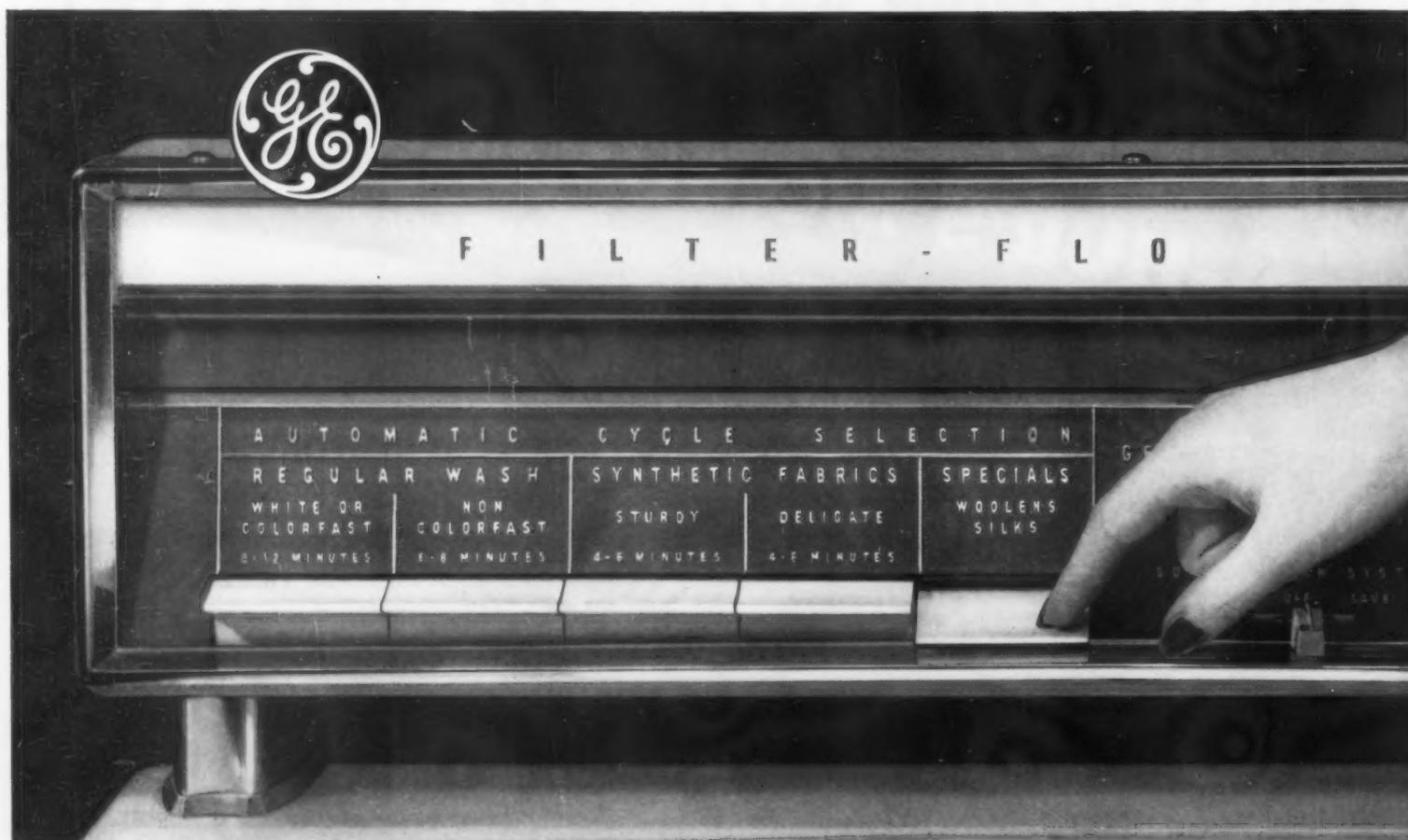
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WASH SPEED HOT	RINSE WATER WARM	WASH SPEED WARM	WASH WATER WARM	RINSE WATER COLD
RINSE WATER WARM	WASH SPEED WARM	WASH SPEED COLD	RINSE WATER COLD	SPIN SPEED COLD
SPIN SPEED NORMAL	RINSE WATER NORMAL	SPIN SPEED SLOW	SPIN SPEED SLOW	SPIN SPEED NORMAL

Touch the key to fit the fabric load. Show how easy it is to get the correct cycle of washing conditions shown above. No more guesswork. Call your local distributor for more information on this exciting new General Electric 5-Cycle Filter-Flo Washer. Order it today!



General Electric Company, Appliance Park, Louisville 1, Kentucky.

Here's the "hottest" news in the washer business!...

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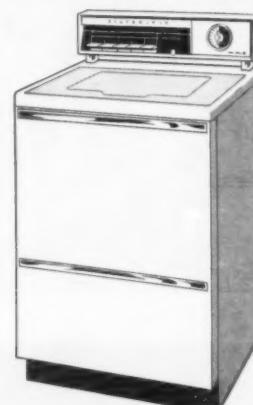
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new products

TV and RADIO



Motorola FiberJet TV

Motorola TV Set

Motorola's "FiberJet" table TV set in a fiber glass, furniture style cabinet, features a hand-wired chassis; aluminized 110-deg. 21-in. picture tube; long range cascode tuner antenna; tuning controls together with speaker mounted at top front of set for easy tuning and up-front sound.

A variety of furniture bases in traditional, contemporary, or Danish modern are available to adapt set to all types of decor; recessed carrying handles; blonde, brown or grey colors embedded in the scratch-resistant fiber glass.

Price, \$229.95; bases, \$19.95 for modern base and \$29.95 for Danish modern. Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.



GE "Barclay 21" No. 21T2425-26

G-E TV Sets

G-E's "Designer Series" includes 5 models: 3 17-in. sets with 115 sq. in. picture area; 2 21-in. models with 262 sq. in. picture area; all have aluminized 110-deg. deflection picture tube, power transformers, and built-in telescoping antennas as well as roof antenna terminals.

Outstanding feature of the new line is the slim silhouette, 2-part cabinets, that follow the contour of picture tube—a contoured steel panel extends out from cabinet to en-

close chassis and rear portion of picture tube.

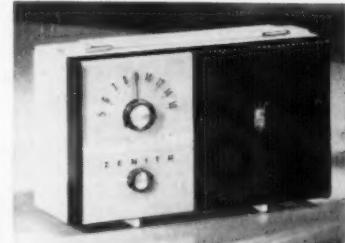
The 21-in. models have 15 tubes including picture tube in the VHF models, 5 are double purpose, 5 rectifiers and a detector, (2 tube-type and 3 semi-conductor) UHF models have an additional tube and semi-conductor. The 17-in. models have 14 tubes.

Other features include voltage rectifier, shielded tetrode tuner, automatic gain control with no manual control, dip-solder printed circuit chassis, full power transformers and a new refined audio circuit; 21-in. sets have a 4 x 6 in. oval speaker.

All models have front controls and front speaker mounts.

The 17-in. cabinets are of high impact color impregnated polystyrene in aqua, beige or mahogany, (models 17T2410, 17T2411 and 17T412); 21-in. sets have vinyl covered aluminum cabinets, No. 21-T2425, russet with leather finish and 21T2426, "star-gold" with linen finish. All cabinets have slots in bottom and a chrome grille set in back deck for ventilating.

Price: Gramercy 17's, "under \$200"; Barclay 21's, "under \$240." General Electric Co., TV receiver Dept., Syracuse, N. Y.



Zenith Royal 900

Zenith Transistor Radio

Royal 900, cordless all-transistor table-portable radio uses special "feed back" circuitry, full size 4-in. speaker; 500 milliwatts undistorted power output; designed for indoor use as cordless table radio and outdoors as a portable; powered by 8 "C" type flashlight batteries; operates up to 300 hrs; precision vernier tuning; plug-in connection for "private listening" with earphone attachment as extra cost optional accessory; 1-piece moulded cabinet, finished back; pull-up carrying handle; ribbed grill with gold-color dial scale panel; white and ebony, green and gray or champagne gold and white; weighs 3 lbs. 3 1/2 oz. with batteries; 4 x 7 x 3-in.

Price: \$69.95 less batteries. Zenith Radio Corp., 6001 W. Dickens, Chicago 39, Ill.

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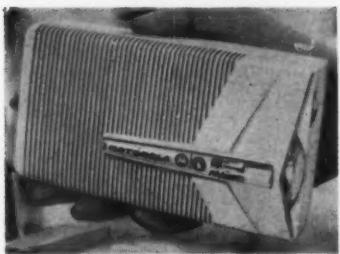
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new products



Motorola portable 6X28

Motorola Portable Radios

Motorola's new line of portable radios consists of 10 basic models, 6 fully transistorized and 4 conventional tube models.

Four-tube plus rectifier models start with No. 5P21, in high impact molded cabinet, red and white, or turquoise and white. No. 5P22, all-metal cabinet, linen textured fabric covering has rotating antenna handle; beige, green and white, or red and white. No. 5P23 has functional front speaker grill, gold finish, twin coil rotating antenna; blue, or combination pink and beige, or white and blue.

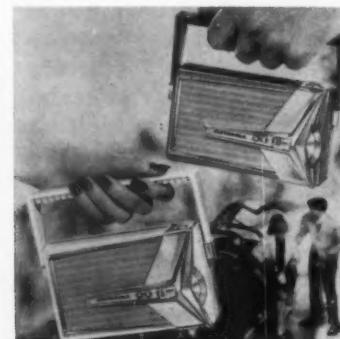
No. 6P25, 5-tube plus rectifier, has 3-gang condenser, tuned RF stage, vernier tuning, 4-in. speaker; blue, brown or cowhide tan. Built-in earphone jack and separate adjustable carrying strap.

No. 6X28, lowest priced transistor portable, has tapered cabinet, recessed station selector and volume control, magnified tuning lens that enlarges station numbers; recessed, serrated control knobs; motor driven speaker; weighs less than 2 lbs.; plays hundreds of hours on 4 penlight batteries; 6 transistors, 2 germanium diodes; "Power 8" chassis; plated circuit; Mocha, blue, pink or antique white case.

No. 6X31, 6-transistor plus 3 germanium diodes; "Power 9" chassis; rotating antenna handle; metal cabinet, earphone jack and recessed control knobs; sand, red, or blue cabinet.

No. 6X32, 6-transistor plus 3-diode model, "Power 9" with antenna handle that folds behind set to form easel stand; blue metal cabinet with aluminum and silver trim.

No. 7X23, 7-transistors plus 3 diodes, "Power 10" chassis; RF stage;



Motorola "His" and "Hers" models

RADIO

magnified tuning lens; vernier tuning; blue vinyl textured covered metal cabinet with chrome trim.

"His" and "Hers" 7X24 series twin portables contain 7 transistors and 3 diodes—"Power 10"; RF stage, magnified tuning dial, ver-

nier tuning and rotating ferrite rod antenna that functions as easel type stand.

In addition, "Weatherama" portable 76T is carried over to complete line.

Prices, 3-way units, from \$27.95 to \$49.95 transistor models from \$39.95 to \$75 for "His" and "Hers." Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.



Phonola "midget" portable 158 Phonola Hi-Fi table model 1157 Super Hi-Fi Phonola-Matic 1058

Phonola Reveals New Phono Line

Ten portable phonograph models, re-styled, with cases covered in latest home furnishing fashion colors is announced by Waters Conley.

No. 2058, a twin speaker model, plays all 4 standard speeds—16, 33, 45 and 78 rpm, comes equipped with 45 rpm spindle; high output amplifier; turnover sapphire needles and crystal cartridge; aqua and white leatherette covered case.

No. 558, twin speaker unit, plays 4-speeds; high output amplifier; contoured turntable; turnover sapphire needles and crystal cartridge; twin 4-in. speakers acoustically matched; blue and white case.

No. 158 "midget", a 3-speed model has 4-position speed selector, magic 45 rpm center, contoured turntable; 4-in. dynamic speaker with balanced tone amplifier; blue simulated leather Pyroxylin coated case.

No. 358, 4-position speed selector, contoured turntable, matched 4-in. dynamic speaker, high output amplifier, turnover cartridge, dual sapphire needles; green and white pyroxylin coated cover.

No. 858, Duo-Fi Phonola-Matic has twin 4-in. dynamic speaker system, automatic 4-speed changer; jam proof, shuts off after last record; ceramic cartridge and turnover sapphire needles; high output, outside controls; tangerine and white leatherette cabinet.

Hi-Fi table phono 1157, may be moved from room to room; twin 6-in. permanent magnet speaker with acoustically designed cones, ceramic cartridge, turnover sapphire needles, automatic shutoff, special feedback circuit with rectifier for hi-fi; raffia brown and tan cabinet; 45 rpm spindle.

Super Hi-Fi Phonola-Matic No. 1058 features a triple speaker system in wide arc arrangement; one 6-in. woofer for bass tones matched with two 3-in. tweeters for treble and overtones; plays all 4-speeds; features ceramic cartridge, turnover diamond needles; special feed-

back circuit, push and pull output amplifier; 4 tubes including rectifier; amplifier range 30 to 20,000 cps; brown pigskin grain leatherette with gold. 45 rpm spindle included.

No. 658 low-priced hi-fi phono has dual speaker system; amplifier with feedback circuit; 50 to 15,000 cps frequency range; 4-speeds; 45 rpm center, 5 1/4 and 4 in. matched speakers; 3-tubes including rectifier, heat and humidity resistant ceramic cartridge; turnover sapphire needles; rust and white pyroxylin coated cabinet.

No. 758 Phonola-Matic has electro-dynamic 4-in. speaker, automatic 4-speed changes; crystal cartridge; turnover sapphire needles; high output amplifier; outside controls; jam proof; shuts off after last record has played; maliblue green and white.

No. 858, Duo-Fi Phonola-Matic has twin 4-in. dynamic speaker system, automatic 4-speed changer; jam proof, shuts off after last record; ceramic cartridge and turnover sapphire needles; high output, outside controls; tangerine and white leatherette cabinet.

Hi-Fi table phono 1157, may be moved from room to room; twin 6-in. permanent magnet speaker with acoustically designed cones, ceramic cartridge, turnover sapphire needles, automatic shutoff, special feedback circuit with 3-tubes, 50 to 20,000 cps cycle range; plays 4 speeds, contains bass, treble and loudness controls on inside panel; 45 rpm spindle; No. 1157 in walnut, No. 1257 limed oak, No. 1357 mahogany; brass legs available.

Prices: From \$19.95 for No. 158 to \$129.95 for No. 1058. Waters Conley Co., Inc., Rochester, Minn.

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editorial

LAURENCE WRAY Editor



Remove the Barriers to "Buy it Now"

THE "Buy it Now" bandwagon is rolling into high gear around the country. Every day new campaigns are being launched by industry associations, major appliance manufacturers and big retailers. But the object of their affections, the consumer, is still keeping a tight knot on the old purse-strings. He's giving way here and there, to be sure, but he is not being stampeded.

One of the obvious reasons that suggests itself is that our particular products—and that goes for autos, too—are "deferrable" expenditures; they belong, income-wise, to what economists call "discretionary spending power". That's a fancy phrase, but in plain English it means spending for the things folks want when the necessities of life have been provided for. When times are good and confidence runs high, they come roaring into the market. Yet a tinge of apprehension—a lost job here, a layoff there—adding up to the spectre of general business decline, sends them scuttling for cover. They figure they are going to need a cushion if things get worse, so they save; they're already in hock for things they've bought, so they pay their debts. Sure, it would be nice to get that new washer-dryer, but prices may come down and, besides, this is no time to buy! Better wait and see.

You can't blame them. Parades and flag-waving are not going to budge a guy who either hasn't got the dough, or is worried about his job. What suggests itself is that some quick action is needed to remove the main barriers to "Buy it Now". Specifically:

1. A cut in individual income taxes to give people some money to spend. Despite talk of high savings, most consumers do not feel they can afford to spend, or go into new debt. A tax cut would give them a lift.

2. A cut in excise taxes. These World War II taxes were originally imposed to *discourage* buying of consumer durables using steel and other strategic materials. Consumers are waiting to see whether such excise taxes will be eliminated. On color TV, for instance, the excise tax adds about \$60 to the retail price—yet sales are negligible.

3. Oppose I.R.S. ruling on co-op ads. This ruling (since postponed) would add co-op advertising allowances to the price of appliances as the base for

computing excise taxes. More advertising is needed, not less, to get people to "Buy Now" and co-op constitutes a major part of all ad expenditures.

4. Re-sell the advantages of buying on credit. Nearly two-thirds of our business has always been done on an instalment basis. Lately, the public have not only been liquidating instalment debt, but have evinced little interest in incurring new long-term obligations. The present emphasis on savings should be target for finance companies.

5. Make home modernization tax deductible. Representative Van Zandt of Pa. has introduced legislation to make permanent home repairs and improvements (up to \$500) deductible on personal income taxes, just as losses are deductible. Kitchen modernization would be given a powerful shot-in-the-arm.

6. Oppose expansion of FHA's "packaged mortgage" to appliances. While writing appliances into FHA mortgages may make it easier for people to buy—and for manufacturers to sell—this is business which would by-pass the distributing trades. And they need business. Only builders would benefit.

7. Passage of Federal Fair Trade legislation. Since crumbling of the state fair trade laws and the abandonment of resale price maintenance by major manufacturers, consumers may have temporarily "bought it now", but price chaos has resulted and small appliances become unprofitable for dealers to handle. "Buy it Now" also means "Sell it Now" and dealers are not going to put out any sales effort where they can see no return.

8. New and dramatic change in the design of products to hasten obsolescence and whet the customer's appetite for new models. Some are already appearing. A corollary emphasis on the comparatively low cost of today's appliances by pre-war standards.

9. A return to more vigorous selling on the part of the dealer—canvassing, demonstrating, hiring new salespeople, giving free home trials, advertising, promoting and just plain "asking for the order".

Remove the barriers to "Buy it Now"—the public will take it from there. . . .



When she's so hard to bring in, why let her walk? *Shoppers* either become *buyers* or *walkers*—and what makes the difference? Dynamism, dramatics and deals? Sometimes. But just as often, isn't it simple, honest, believable things that make the difference? When you're selling clothes dryers and you say this is the *original* dryer. Or you say this is the dryer that has introduced *more new features* than any other. Or you say this is the dryer that *more women* have chosen for *more years* than any other. Then you're making women-sense. And you're making dryer sales. And they're Hamilton sales, simply, honestly, believably.

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With These 5
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**2 PROTECTION
IN CASE OF
FINANCIAL
CRISIS!**

Return half the money, temporarily, if your customer needs emergency funds.

**3 PROTECTION
AT TIME OF
LAY OFFS!**

Allow your customer to defer up to six full monthly payments.

**4 PROTECTION
FROM LOSS
DUE TO DEATH!**

Life insurance that pays for the appliance in full in case of death.

**5 PROTECTION
FROM LOSS DUE
TO DISASTERS!**

Full equity returned and contract paid in full in losses due to fire, theft, windstorm, floods, tornadoes, and other causes beyond control.

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